

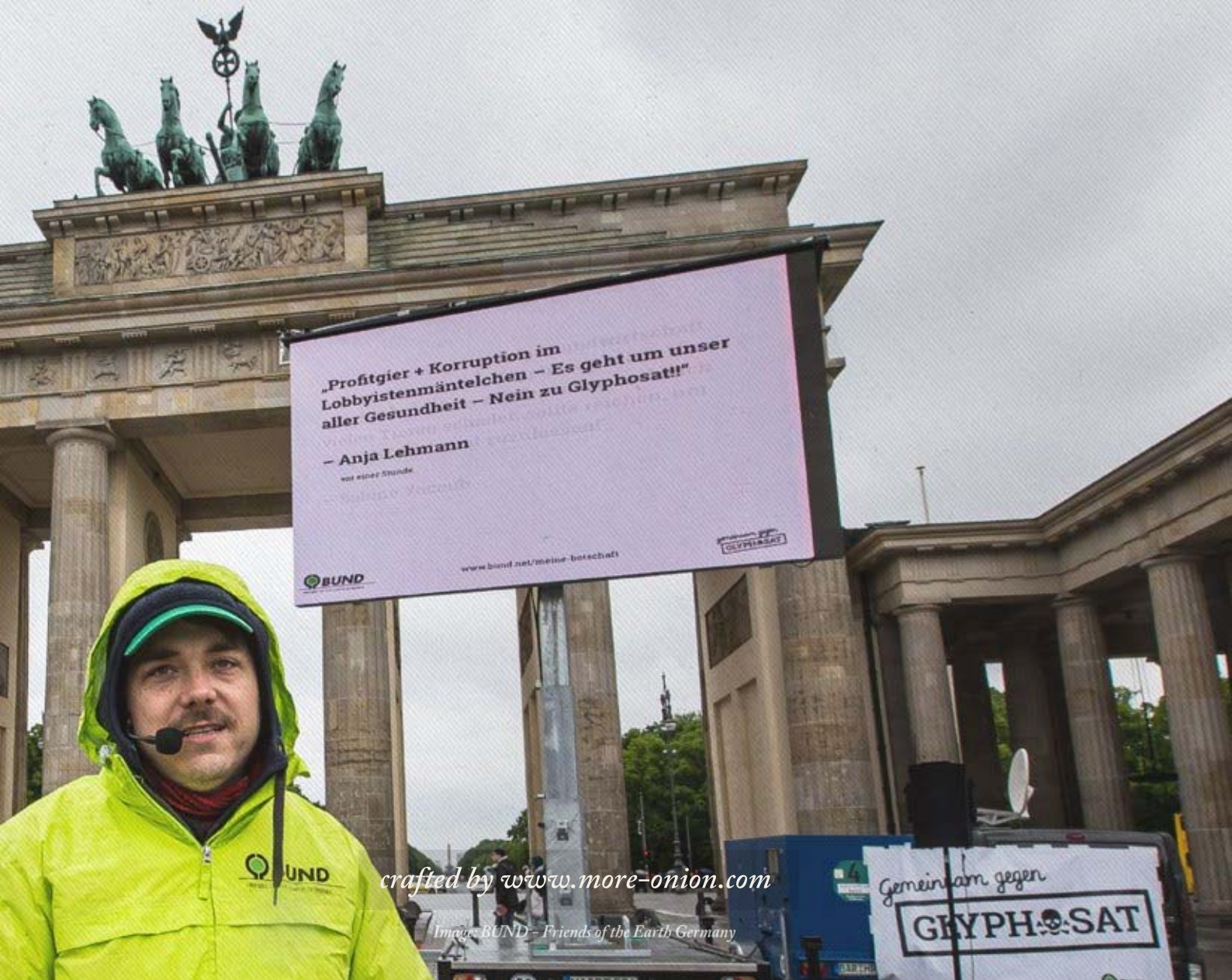


10 unconventional

TACTICS

for digital

CAMPAIGNING



„Profitgier + Korruption im
Lobbyistenmäntelchen – Es geht um unser
aller Gesundheit – Nein zu Glyphosat!“

– Anja Lehmann
vor einer Stunde



www.bund.net/meine-botschaft



crafted by www.more-onion.com

Image: BUND – Friends of the Earth Germany

Gemeinsam gegen

GLYPHOSAT

***Disclaimer:** get your lawyer to evaluate the legal risk of any tactic before you set out to use it. Depending on local laws the risk of some of these tactics may undermine their effectiveness.*

CONTACT us

if you would like to discuss your campaign

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Beyond the usual
ONLINE PETITION

If you're really lucky, a petition or an email to target action might be all it takes to win your campaign. But unfortunately for most campaigns, it can take months or years of hard work to make an impact.

That's why it's so important for us campaigners to have a range of tactics we can employ to grab the attention of our target, increase the pressure on them and to keep our supporters engaged.

In this report we've collected 11 campaigning tactic ideas to get your creative ideas flowing. They're not designed to replace other tactics (petitions, email actions, face-to-face meetings) but rather to offer you a few more creative options to spice up your campaigning.

They might be instantly useful for you, or they might inspire something else more specific to your goals and challenges. Either way, we hope that this is report useful.

Happy Campaigning!

1

Find local

TARGETS AND LEVERS!

Does your target have local infrastructure, like supermarket chains have their local shops? Is your target maybe a franchise model?

The headquarter or national government is often very used to public pressure and may dismiss your demands. It can take a lot of resources to even get their attention. However, their local points of contact are often not used to being the targets of campaigns.

If you get 20 customers to contact to the manager of a local supermarket he/she will feel the pressure and in return report to the headquarters. The same can apply to government or political parties - you can create change from the bottom up.

Case study:
TOWNS AGAINST TAX DODGING

ActionAid UK wanted to make sure that tax dodging was a hot topic ahead of the 2015 general election. Realising that the parties' grass-roots played an important role in shaping the national party priorities and agenda, ActionAid focused their attention locally - at Councils.

Through a mixture of emails to Councillors, face-to-face meetings and local press actions, ActionAid UK were able to get Councils across the country to sign their resolution and to further develop and connect their network of activists across the UK.



2

Organise a click to call protest to
BLOCK YOUR TARGETS' PHONE LINES

Sending a complaint email is a very frequent tactic. However, emails can be easily filtered and processed which means not all of your supporters' messages will make it to your target's inbox.

But it's much harder for a target to filter out or ignore your calls without affecting their day to day operations. It's also much harder to simply parrot back the same line each time on a phone than it is on email as the supporter on the line can ask again when questions aren't answered and dig deeper into their response.

If you provide your supporters with a short script on which questions to ask and how to handle common responses, they will be equipped with everything they need to bring the message across.

The best way to orchestrate such an action is a "click to call" tool. Supporters can enter their phone number and the tool will connect them directly to the target. This way you can track how many calls have been made and how long people have managed to keep the target on the line. You can tweak the phone script accordingly.

Case study
GREENPEACE UK

Asking supporters to call targets is a popular tactic with Greenpeace. Whether it's calling Shell to demand they they stop risky Arctic oil drilling, or asking supermarkets to remove unsustainable tuna from their shelves.



Photo by David Holt, Greenpeace

3

Campaign at a conference that
YOUR TARGET WILL ATTEND

Conferences are ways for your target, whether it's a corporation or a politician, to get exposure and present themselves in front of a big audience. Maybe your target is a sponsor, keynote speaker or has a trade booth?

Here are some ways you can use a conference or event for your cause:

- Orchestrate a publicity stunt and hand out leaflets to attendees as they go in
- Contact journalists who will attend the event with a good picture of your stunt and some background information
- Ask your supporters to take part in the social media “live coverage” of the event (tweeting on their hashtag, posting to the event facebook page, etc.)
- Use online ads that can target the conference center
- Use a projector, a banner on a balloon or a crane to make your message visible at the event
- Create leaflets and posters with the branding of your target but your campaign message - make sure they are visible all over the conference site (this works particularly well if your target is a sponsor of the event)
- Create a “fake” conference website that contains your message and run google ads to direct traffic to it (participants will often search for the event website in advance)

Case study

SUPERBUGS CAMPAIGN

SumofUs and ChangingMarkets needed to grab the attention of global pharmaceutical companies to get them to clean up their supply chain. CPHI, the world's biggest pharma conference, was the perfect opportunity. more onion worked with them to build a website that looked like the conference website and used Google Ads to drive traffic.

On first glance participants could not distinguish the fake site from the real one, but after a few seconds little bacteria started “growing” on the site. Once the screen was filled visitors were taken to a site that explained the background of the stunt and what they can do to protect the world from superbugs. The conference's twitter feed was also filled with campaign messaging.



4

Take your message
TO THE TARGET

Targets often choose to not respond to your petition. That's very rude of them. You can make sure your supporters' comments can't be ignored by putting a massive canvas in front of your target's headquarters.

Then invite your supporters to leave a comment that will be displayed on the canvas, big enough to see from every window.

You can also invite journalists to the "opening" of your action to explain why you are organising this action.

Case study
FRIENDS OF THE EARTH

Friends of the Earth Germany (BUND) had been trying for months to get the attention of a key Minister through a series of campaign tactics.

When nothing worked, they decided to get creative. Working with more onion, they set up a massive screen outside the Minister's office displaying a live feed of supporter comments collected through the campaign platform Campaignion.



5

Make the most of
SUPPORTERS' STORIES

Getting your supporters to share their stories as a part of a campaign can have a massive impact on making their message stand out to the target. But it doesn't have to end there.

Supporters stories can provide incredibly powerful content to show why your campaign is important. It's the personal touch that can take a technical sounding issue and make it feel more human.

You could encourage your supporters to share their stories on social media to help recruit their friends, or you could pick out a handful of the most powerful submissions and use them as content for broader campaign communications and targeted ads. You might even want to get in touch with one or two people to see if they want to get more involved or have their picture taken to support their stories.

But remember it's crucially important that you only use stories when you have the clear and explicit permission of the supporter.

Case study **HEAR MY VOICE**

Mencap worked with more onion to create a microsite designed to integrate user story-telling with an email to target action.

After sending their stories to their local election candidates, supporters were able to publish their stories along with a picture on the website. However, the action was not only one-way. The candidates could also show their support and add their image plus statement to the website.



About Hear my voice

There are 1.4 million people with a learning disability living in the UK, many at risk of hate crime, poor healthcare and social isolation.

We know that many politicians do not understand the challenges people with a learning disability and their families face.

We want to change this.



2,373 emails sent to candidates.
Thank you for making your voice heard!

Which candidates are listening so far?

Filter by your area

All constituencies

Is your MP listening? Select your constituency and find out.



Mr. Jeremy Corbyn



6

Use localised data to
PERSONALISE YOUR ISSUE

It can be very difficult to turn data into a story that is relevant for your audience. By localising it you can personalise the information you have based on where people live.

For an example, if you're campaigning for legislation to increase the safety of cyclists you can show information about the area where your supporter actually lives. By entering the postcode or address they can be directed to a page that shows how many accidents occur on the junctions in their neighbourhood.

This can be a particularly powerful tactic when national statistics can feel too large or distant to have any kind of emotional resonance. It also helps to make it really clear why it is the job of your representative to fix the issue. If your numbers aren't high enough or broken down enough to use per constituency, you could refer to regions instead. (This tactic won't work if only a handful of people are affected.)

The data can be anything from the number of people affected by cuts in healthcare provision to the number of people on the waiting list for an affordable home.

7

Target ads to your
TARGETS' OFFICE

Most big offices have an internal network and when they access the internet they use the same IP address (this is a number used to connect to the internet). Online ads such as google ads or facebook ads can be set up to only show for certain locations (such as a big building or a block) or even certain IP addresses.

These ads will be very cheap as only your targets will see them.

You can use these ads to communicate with employees of your target or to give them the impression that your ads are “all over the internet”. If you have a good call to action for employees you can direct them to a dedicated landing page for them.

To obtain the IP address you can use a number of free tools or get one of your supporters who works in IT to find it out for you.

8

Use smart
RETARGETING

You can take the previous idea one step further. Retargeting ads are the kind of ads that “follow you around” wherever you go on the web. You’ve probably noticed them when you visit a clothing store and the top you were considering starts appearing everywhere!

This can be achieved by getting the target to click on a link you send them, for example to a report or key piece of information. If they land on your website it can “drop a cookie” that identifies this person and will tell the advertising network to show your ad whenever they can.

This method enforces the sense that your campaign is “big” and if it’s a company you’re targeting, it can give the impression that the target’s brand is “under attack” which increases pressure.

9

Target their social media
PAGES & ACCOUNTS

Social media has increasingly become an important channel for politicians, political parties and companies to reach and build relationships with their constituencies/customers.

This makes them powerful ways to get your target's attention through mobilising your supporters. On Facebook it's often most effective to ask your supporters to post their comments on one or two specific posts, ideally these will have some relation to your campaign, but even general outreach posts are great choices.

Make sure to provide some guidance on what to say. Your most dedicated supporters won't need this but it will help give confidence to lots of people who otherwise might not have taken action.

On Twitter you should also provide a link for users to click on that already has the target's Twitter handle filled in. Although this is a little trickier with geographically mapped targets, such as MPs, it is still very possible using URL pre-filling parameters in your email sender.

You can usually tell how much value a target places in social media by the amount of time and money they spend there. So make sure that the channel you're targeting is important to them before putting the time in.

10

Help your supporters contribute to a
CONSULTATION PROCESS

Public consultations are an important part of the process of forming policy and legislation, but contributing can be a bit intimidating for most people. It's possible to take part in some official consultations via online forms, but the official forms are often long and difficult to use.

You can make this process much more accessible by creating your own form with just the relevant bits, which is then integrated with the official form. So when a user submits your form they're also sending a response to the official consultation. This can make it much easier, and help your supporters express their views.

Case study

SUMOFUS EC CONSULTATION

SumofUs wanted to support people to contribute to the European Commission's consultation on the controversial investor-state dispute settlement (ISDS) proposals in the Transatlantic Trade & Investment Partnership or TTIP.

SumofUs worked with more onion to set up an online action which displayed just one of the many fields from the consultation, with labelling adapted to make it easier to understand.



We hope that was a helpful list.

If you'd like support with your campaigns, please get in touch! Whether it's creative, strategy, or technology, we're here to help!

CONTACT us

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