

How to engage your supporters and influence MPs

Jack Segal, C6 Digital

Topic



Alzheimer's Society: Quiz

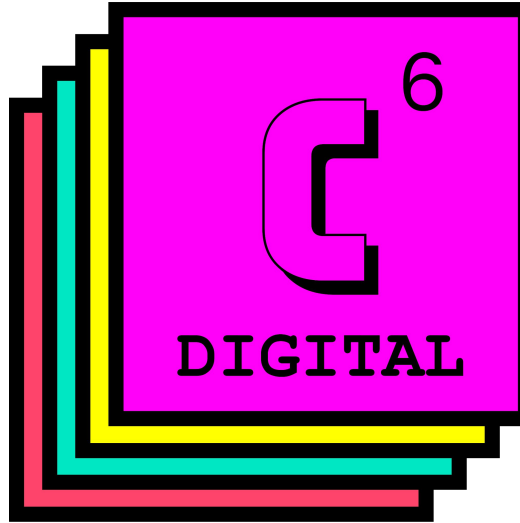


Greenpeace: Record a video

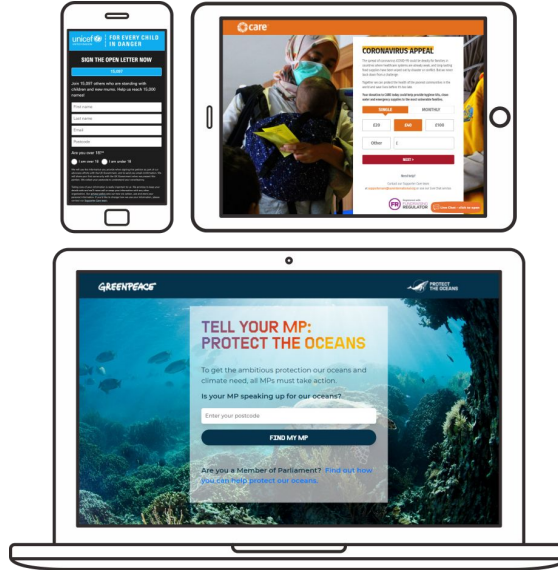
GREENPEACE



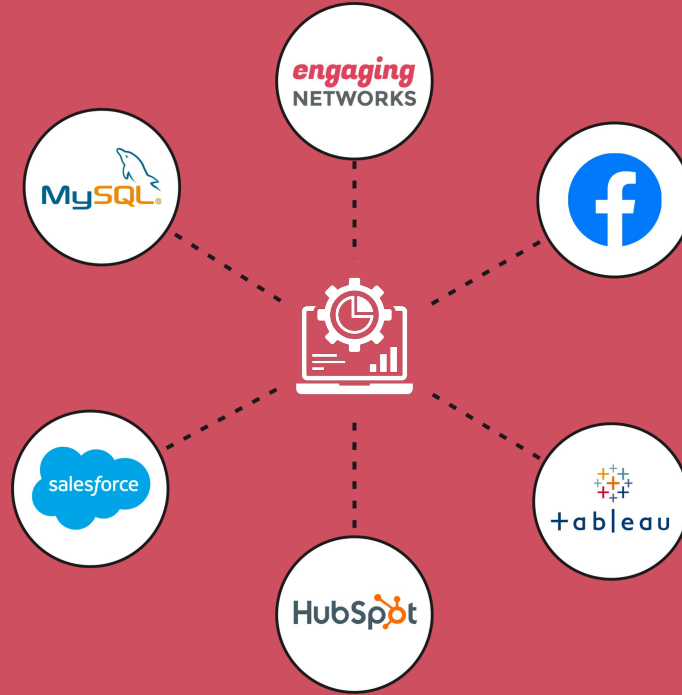
C6 Digital



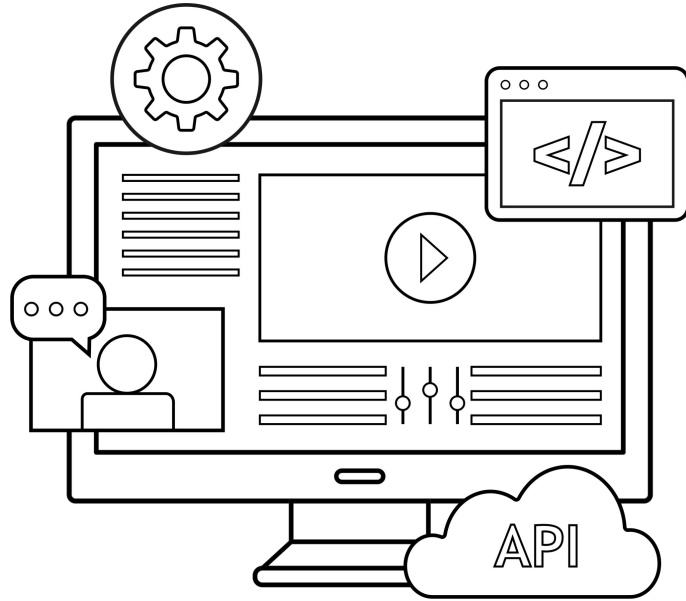
Templates



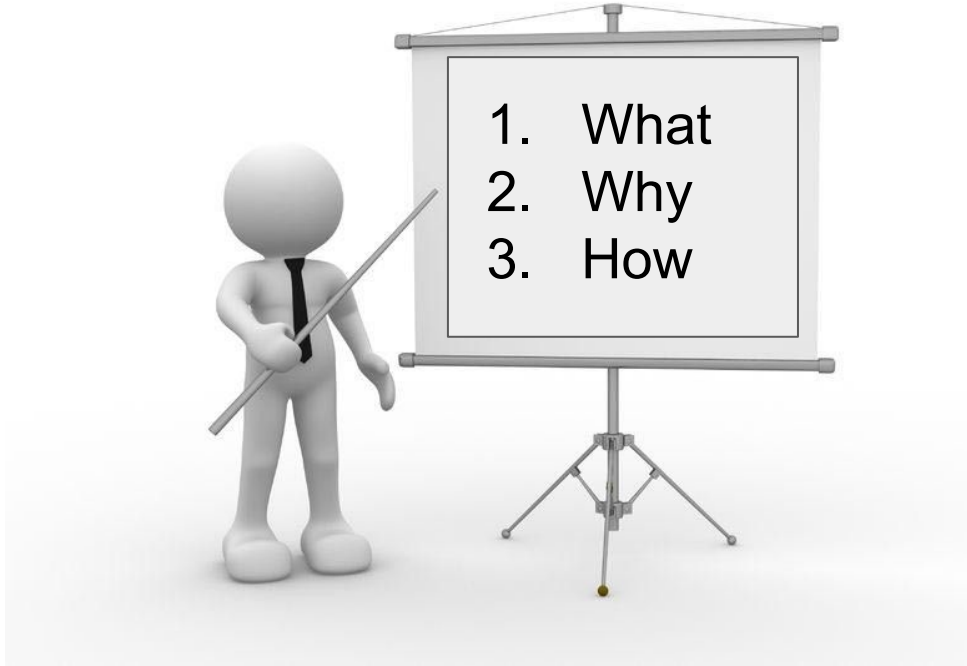
Data



Bespoke microsites / custom apps



Agenda

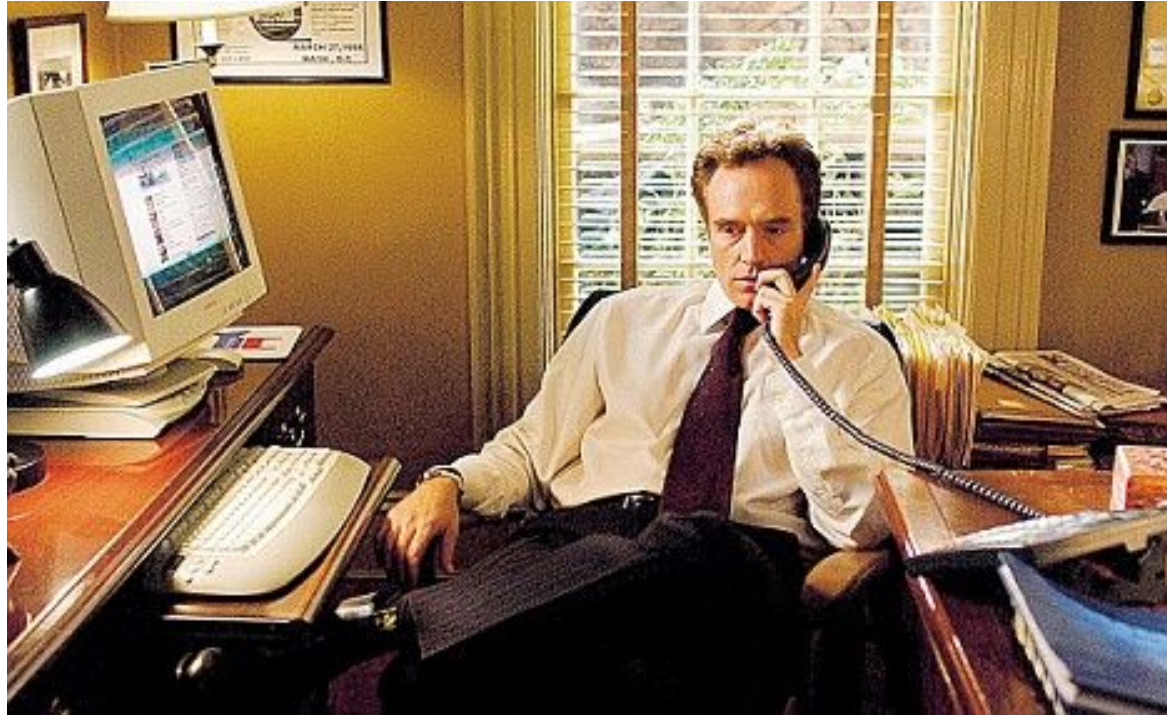


What happens when we email MPs?

What we think



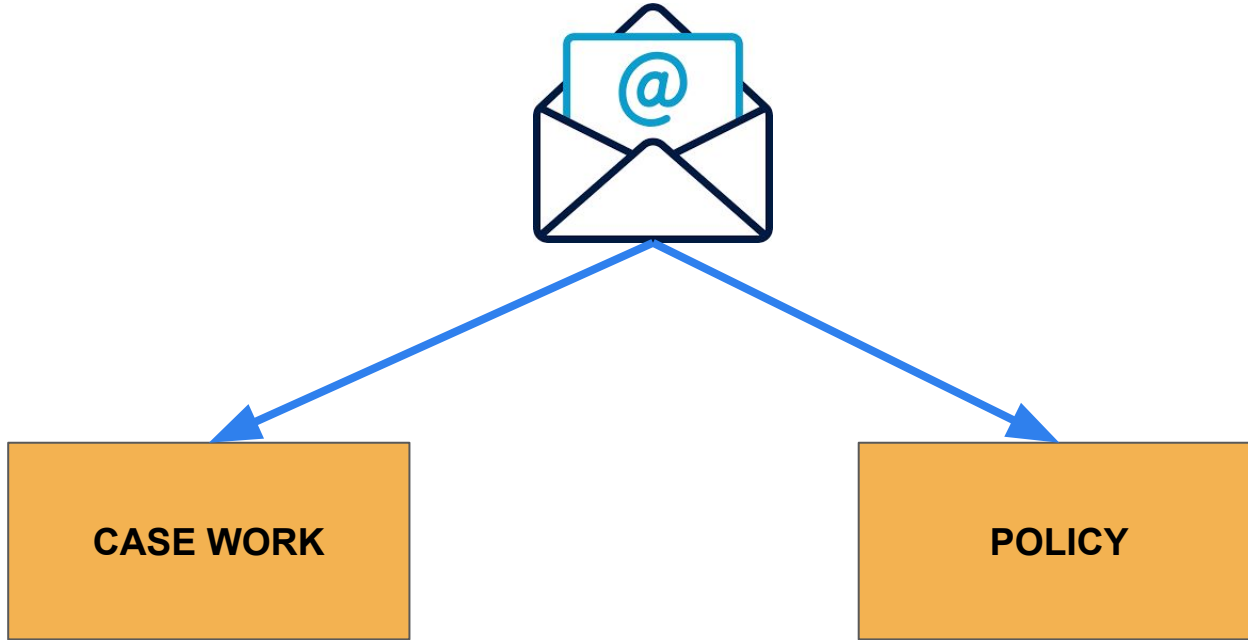
Okay... this?



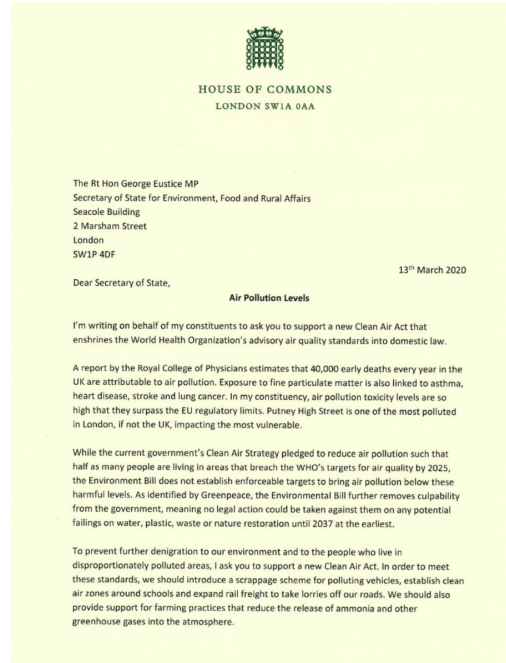
The reality



Email gets assigned



One response is written

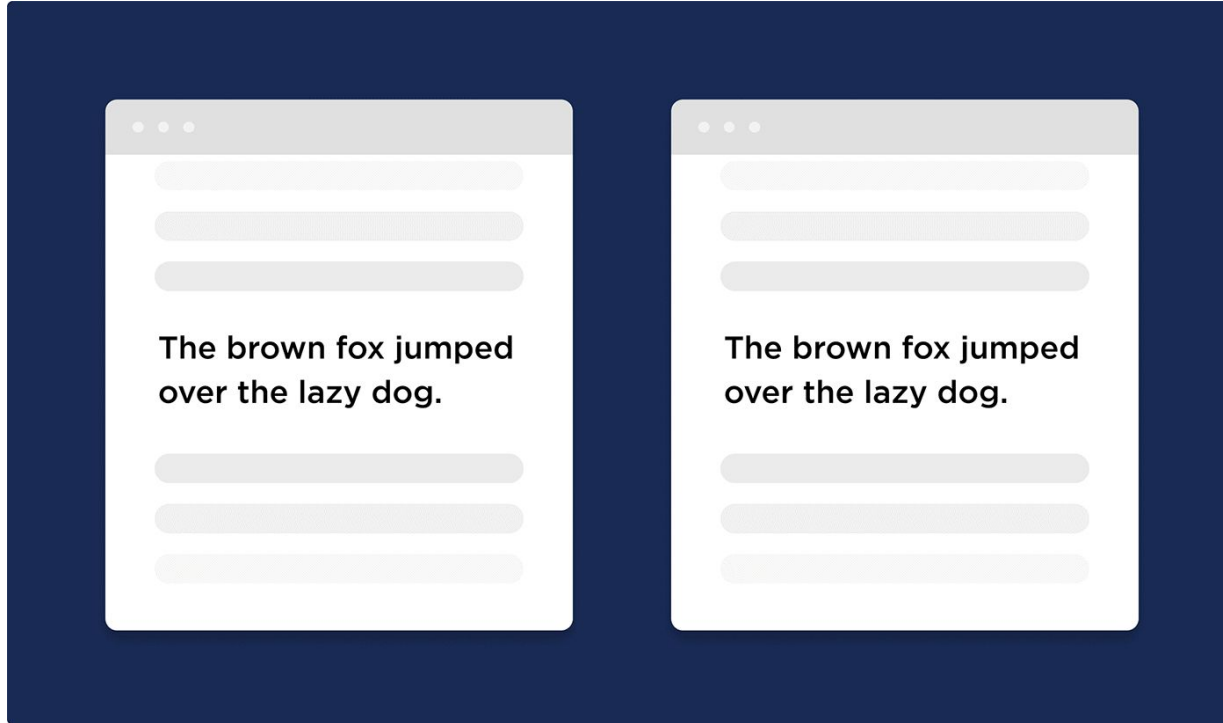


Do they work?

These work!



Copypasta



Repetitive for Supporters

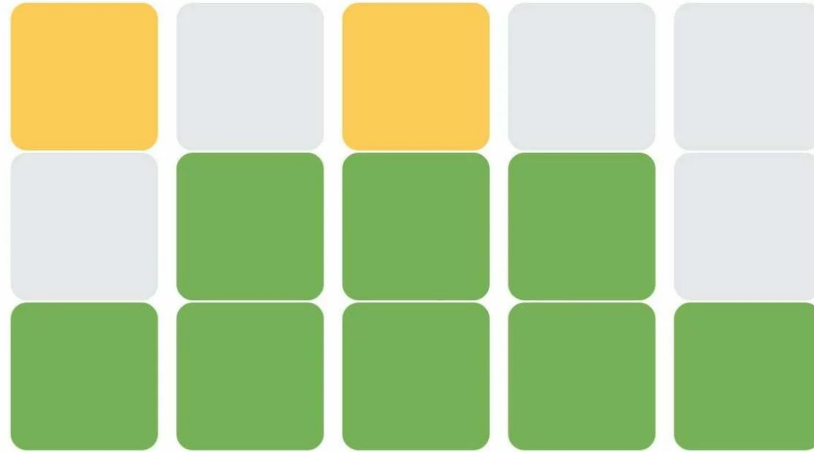


Benefits of a Quiz

Awareness



Gamification



Benefits of a sending a video

Low volumes; high impact

QUALITY

QUANTITY

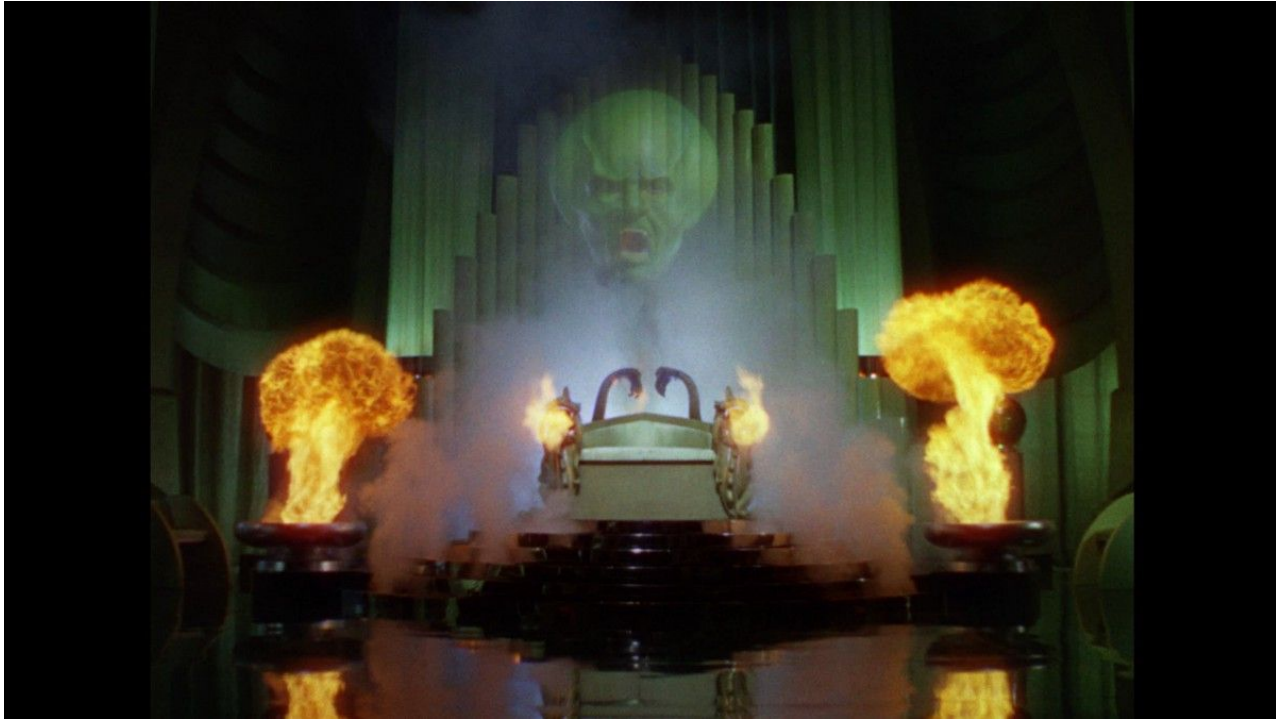
Personal



Sneak through the back door



Sounds complicated





How do we build them?

<https://e-activist.com/page/106589/survey/1>

Result

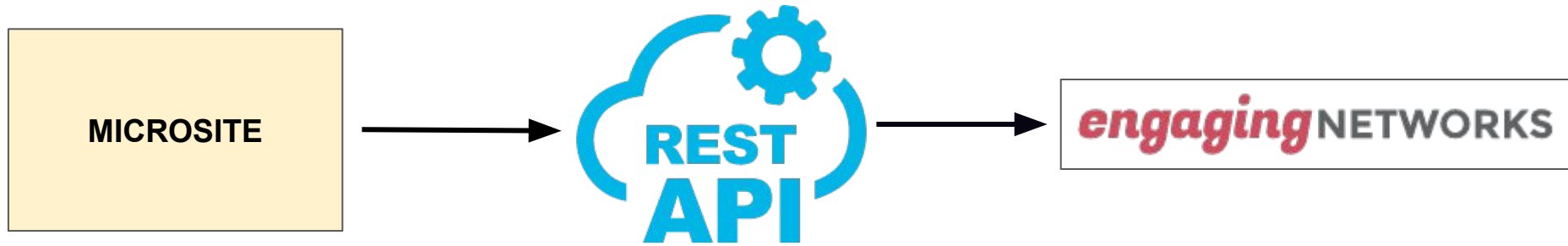
- 6,900 campaigners took the quiz
- 6,300 emailed their MP
- Multiple MPs mentioned on the day that they were urged to attend by their constituents
- MPs really enjoyed taking the quiz themselves: “it was a great way to frame the conversation”
- Alzheimer’s Society also added the data to this map - <https://public.flourish.studio/visualisation/10013383/>

<https://cambo.greenpeace.org.uk/>

Not possible in EN



What is an API?



Data is still there!

engaging
NETWORKS

Hello Jack ▾ Job monitor Support

Pages ▾ Email ▾ Peer-to-Peer Data & Reports ▾

Profiles

Create Profile

Name

Notes

Filter Conditions

☒ AND ☐ OR

Save

Save and close

Cancel

Filters

advocacy activity ▾

Add filter

Advocacy Activity

✕

Find supporters whose activity count is

equal to ▾

0 ▾

if

✓ any advocacy activity
email to target
email a friend
data capture

During this date range ▾

Select a date range ▾

engaging NETWORKS

ENCC-UK 2022 — 25th & 26th May

#enccuk



Thank You.

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