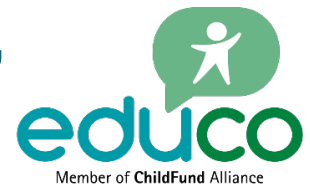




Advocacy and Engagement

**Maximizing synergies between advocacy,
communication and marketing**



Social mobilization at the heart of the process



Methodology

Advocacy, Communication and Marketing work together on global, regional and local agendas related to our mission to:

1. Identify an issue
2. Investigate and analyze the issue
3. Propose solutions
4. Set objectives
5. Generate a campaign:
 - Identify targets
 - Define strategy and implement action plan (messages and formats, media channels, investment...etc)
6. Analyze results
7. Accountability

Spanish campaigns

4 different campaigns in the last 2 years.

Issues: based on rights and wellbeing of children, violence and education

Evidence: Educo's report or joint report with a prestigious partner


Solutions: propose a new law, change of a law, increase in the budget, budget with a child focus impact to create child and family centered policies

Objectives: create issue awareness for social mobilization, raising our brand and increase our social data base, make a relevant impact in the life of children

Campaign tools:

1. Signature of a petition with an impactful message with action plan (e-mailings, news, etc).
2. Promoted through social media and own channels (Strategy for generating leads)
3. Comms strategy

Campaigns based on political context

Examinado:  Gobierno de España

APROBADO Competencia Lingüística:
Expresa muy bien sus promesas y la infancia aparece en todos sus discursos.

SUSPENDIDO Competencia matemática:
Muestra dificultades en el planteamiento y resolución de problemas diversos como por ejemplo la pobreza infantil.

Trabajo Colaborativo:
...equipo y coordinarse mejor
...ónomas para reducir las
...en materia de educación y

El Gobierno suspende en la inversión a la infancia

Pedimos que el Gobierno destine lo que prometió para luchar contra la pobreza infantil.
1.000 no es igual a 342.
Especialmente para dar respuesta al 29,1% de niños y niñas en riesgo de pobreza en España.



Example 1: Government fails Maths 05/07/2017

Asking the government to allocate the €1 billion necessary to fight against child poverty

Research:

no research directly linked to the campaign. One month before, Educo had published "Latch Key Kids" about children being left alone at home during their holidays while their parents are working (but cannot afford a summer camp)

Solution / Ask:

Sign the petition to ask the government to allocate the €1 bn necessary to fight against child poverty in Spain

Gobierno de España	
✓ APROBADO	Competencia Lingüística: Expresa muy bien sus promesas y la infancia aparece en todos sus discursos.
SUSPENDIDO	Competencia matemática: Muestra dificultades en el planteamiento y resolución de problemas diversos como por ejemplo la pobreza infantil.
SUSPENDIDO	Trabajo Colaborativo: Debe mejorar el trabajo en equipo y coordinarse mejor con las Comunidades Autónomas para reducir las desigualdades territoriales en materia de educación y protección.

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Example 1: Government fails Maths

Objective:

Create issue awareness on the lack of investment to fight against child poverty in Spain

Campaign:

- Petition promoted through social media:

Investment 50€ with high engagement:
24,394 impressions, 648 CT, 1166 interactions
(727 reactions, 71 comments and 368 shares)
#Rajoyuspendemates

- Emailing to our subscribers: receive telephone number



Example 1: Government fails Maths

Social mobilization results:

More than 22.000 signatures for the petition (20.000 from Change.org)

From this total 2741 signatures with telephone

Conversion results (From telephone ones):

118 new regular donors, with a 34% of lapsed donors (45)

55 new single donors

Estimated revenues on a 12 months basis (taking into account % of lapsed donors):

10K€

Breakeven* would be reached after **6 months** (cost is only TM – no CPL cost as we achieved the tel n° with emailing)

Advocacy results:

The original objective of increasing investment to fight violence against children was not fully met however the campaign succeed in increasing some other child-focused budget lines

Working in coalition, we succeed in gaining a written Government commitment on various child-centered issues such as measures to reduce child poverty

Campaigns based on a report



Área privada | Cesta (0) | Blog | Español

educó

QUIÉNES SOMOS | QUÉ HACEMOS | QUÉ PUEDES HACER TÚ | QUÉ DECIMOS

La educación no es gratis

En España muchos niños y niñas llevan el peso de la pobreza en mochilas escolares. Y la razón es porque los costes indirectos de la educación dependen principalmente de las familias.

¡FIRMA AHORA!

¿De quién depende la educación en España?

En España el gasto público en educación se sitúa en el 4,36 % del PIB, muy por debajo del 5,3% de media que destinan el resto de los países de la OCDE.

Las actividades relacionadas con la educación, como las becas comedor, el transporte o los libros no son gratuitas. Y esto afecta especialmente a las familias en situación de vulnerabilidad. La educación en España no cumple con la función de compensar las desigualdades.

La financiación es un elemento esencial para garantizar la equidad en la educación, a través de la compensación de las desigualdades de origen. Sin financiación adecuada no es posible construir un sistema educativo de calidad y es al Estado a quien corresponde garantizarla.



INFORME EQUIDAD EDUCATIVA

La sombra de la inversión educativa en España

En busca de la gratuidad y la equidad en la educación

Ayuda en Acción | educó

Example 2: Education is not free 17/10/2017

Access to education is free in Spain. But quality education is not. Meals, transport and books are left out.

Spain does not invest enough and families pay the price.

Research report: The shadow of investment in education in Spain. In search of free and equitable education.

A report that has been elaborated together with ActionAid Spain, denouncing the lack of government investment in education and the difficulties in accessing grants.

Proposed Solution/Ask: Increase government investment in education up to the necessary €10 bn



Example 2: Education is not free

Objective:

Create issue awareness on the lack of investment in education in Spain

Campaign:

- Press release 17/10/2017 (50 impacts, with an estimated media value of 218K€)
- Petition promoted through:
 - 2 months campaign in FB and TW with a video (with link to petition landing)
 - Social blue: petition promoted in FB and Instagram – 2000 leads
 - Adpepper: petition promoted in FB and emailing to database – 4000 leads
 - Blog Educo
 - Newsletter



Example 2: Education is not free

Social mobilization results:

More than 8500 signatures for the petition

Investment SM: 1.900€

Leads: 1597

CPL: 1,19

Conversion results:

144 new regular donors, with a 35% of lapsed donors (50)

79 new single donors

Estimated revenues on a 12 months basis (taking into account % of lapsed donors): 25K€

Breakeven* would be reached after 2,9 years

Advocacy results:

- Face to face meeting with Education Minister
- During the mandate of that Government, 2 bills were presented to:
 - 1) reverse previous cuts in education investment
 - 2) abolish the previous education law which was seen by the education community as harmful to a holistic and equitable education

***Taking into account lapsed donors and a single donation per year from single donors**

Brand and issue awareness raising



Una mirada indiscreta a la España que emerge de La Gran Recesión

Nativos de la crisis: los niños de la llave

Una infancia silenciosa que sobrevive esquivando las
trampas de la escasez



Alto Comisionado de lucha contra la pobreza de la Infancia
Complejo de la Mondoa, Avda. Puerta de Hierro, s/n.
28071 Madrid

Madrid, 9 de julio 2018

Estimada María Luisa,

Es un placer hacerle llegar nuestro último informe "Los otros niños de la llave" con el que profundizamos en la situación de vulnerabilidad que afrontan este verano un amplio número de niños, niñas y adolescentes.

Nos referimos a un grupo de niños y niñas, que pasan varias horas al día solos en casa. Sus padres no pueden cuidarles debido a que trabajan y no tienen recursos económicos para que alguien les cuide, ni para participar en algún campamento de verano. Cuando los pequeños pasan tanto tiempo solos, tienen mayor riesgo de vivir situaciones de tensión a nivel emocional, que tienen un impacto en su bienestar.

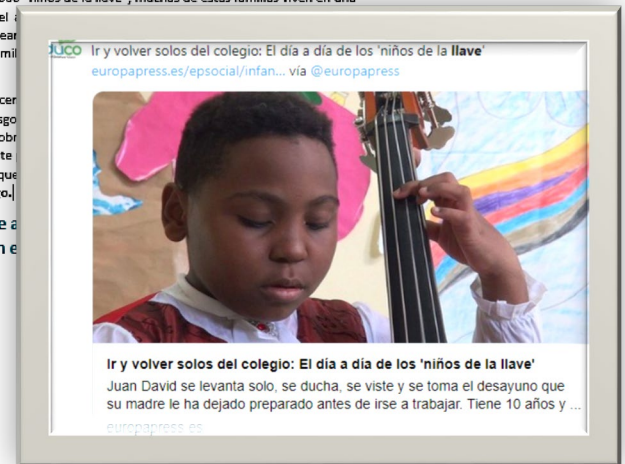
Se calcula que en España hay unos 580.000 "niños de la llave", muchas de estas familias viven en una habitación. Educo ha constatado que el nivel de los salarios, hacen que muchas familias se vean obligadas a compartir vivienda. Se agrava aún más en el caso de las familias que no tienen acceso a vivienda.

A pesar de que se ha producido un descenso de las Condiciones de Vida (INE) la tasa de riesgo que, a este ritmo, para acabar con la pobreza infantil, pedimos que se dé un paso adelante y se considere a esta infancia más vulnerable. Consideramos que el coste de esta situación es de unos 1.200 euros por cada niña o niño a cargo.

Le adjuntamos la llave para que a través de ella los niños de la llave le trasladan en el

Reciba un cordial saludo,

Macarena Céspedes Quintanilla
Directora Educo España



900 535 238 | www.educo.org | @educocNG



Example 3: We can't wait 22 more years

If no measures are taken, it will take Spain 22 years to end child poverty in Spain.

Investigation: The other children of the key. When precariousness becomes customary in Spain

A report that has been elaborated by Educo to denounce that in the last 10 years, Spain has registered an increase in social inequality, a breach in children well being, a violation of the right to housing and to the right to health.

Solution/Ask: We can't wait 22 more years.. If measures are not taken, it will take 22 years to end child poverty in Spain. Tell the new president not to wait and act now.

What did we ask of the government?

- Universal child benefit of €1,200 per year per dependent child.
- Policies that guarantee access to affordable, dignified and adequate housing.
- Dignified jobs and salaries to break with precarious employment and increase measures to reconcile work and family.
- Improve local child-focused policies that include extracurricular activities during non-teaching periods at very low costs and even free of charge.



La conciliación imposible de los hogares en riesgo de pobreza

**Los otros niños
de la llave**

Cuando la precariedad se hace costumbre en España

Example 3: We can't wait 22 more years

Objective:

Create issue awareness on child poverty in Spain

- Create a push in media impact for the launch of Educo's domestic programme campaign in mass media

Campaign:

- Press presentation (25/06) and press release (56 impacts, with an estimated media value of 255K€)
- Petition:
 - promoted through external agencies to maximize lead obtention:
 - Social blue (FB) – 2009 leads
 - Base&Co (emailing to own database) – 2012 leads
 - Antevenio (emailing to own database + Instagram) – 6610 leads
 - Emailing to our subscribers to get their tel n° (landing on our webpage) – 1930 leads

Example 3: We can't wait 22 more years

Social mobilization results:

More than 13,000 signatures for the petition

Conversion results:

177 new regular donors, with a 51% of lapsed donors (91)

82 new single donors

Estimated revenues on a 12 months basis (taking into account % of lapsed donors): 13K€

Breakeven* would be reached after 4,4 years

Advocacy results:

With the change in Government, child poverty became a key part of the Government's agenda.

A High Commissioner for Child Poverty was created, doubled the budget for subsidized Summer camp meals.

The quantity of Child Benefit was increased in 2019 for the most vulnerable families

*Taking into account lapsed donors and a single donation per year from single donors

Campaigns based – report and political context

Los costes de la violencia contra la infancia
Impacto económico y social

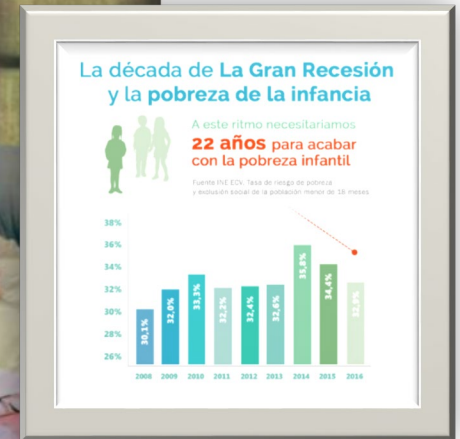
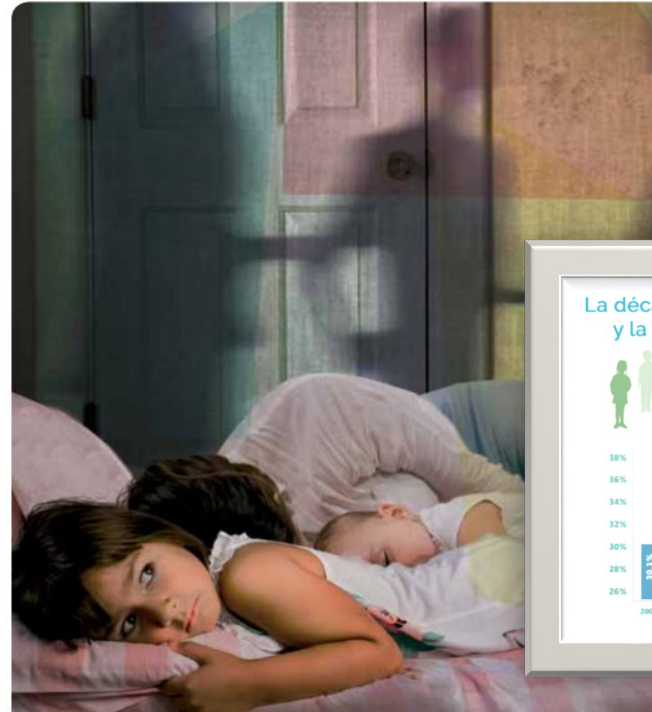
Forma parte de la solución y actúe con nosotros para pedirle al Gobierno que tramite y apruebe con urgencia la Ley Orgánica para Erradicar la Violencia contra la Infancia.

Si no actuamos la violencia continúa.

FIRMA

educo
Member of ChildFund Alliance

CÁTEDRA SANTANDER DE DERECHO Y MENORES
COMILLAS ICADE
Santander



La conciliación imposible de los hogares en riesgo de pobreza

Los otros niños de la llave

Cuando la precariedad se hace costumbre en España



Example 4: Act to end violence against children 30/11/2018

In 2015, 3.919 children reported being victim of sexual violence, but there are many more cases as only 4% of sexual violence is reported in Spain

Research: The Cost of Violence against Children. Social and Economic impact

A report that's been elaborated together with a prestigious university research group specialised in child rights.

Solution / Ask: Be part of the solution and act with us to ask the Government to urgently process and approve a law to Eradicate Violence against Children.

What do we ask from the government?

- Pass the law with urgency
- Greater involvement of the Ministry of Education and Vocational Training to make it effective in school environments.
- Greater participation of children and adolescents.
- Include the prohibition of evicting families with minors without offering a decent housing alternative.



Example 4: Act to end violence against children

Objective: create issue awareness on violence against children in Spain

Campaign:

- Press release (20 impacts, with an estimated media value of 78K€)
- Petition: promoted through social media:



Investment 100€,
56168 impressions, 497 CT, 539 interactions (327 reactions, 21 comments and 191 shares)



Investment 50€
good ratio of impressions but most of all of engagement:
19834 impressions, 55 CT, 884 interactions (162 RT)

Educo
Written by Buzz [P] · 30 November at 18:41 · G Like Page ...

¡Actúa contra la violencia contra la infancia!

La violencia contra la infancia constituye un grave problema, de alcance desconocido, en España. 3.919 niños y niñas denunciaron en 2015 haber sufrido algún tipo de violencia sexual, pero existen muchos más casos ya que sólo un 4% denuncia.

Esta situación puede ser prevenida y erradicada, pero para ello necesitamos que el Gobierno tramite y apruebe con urgencia la Ley Orgánica para Erradicar la Violencia contra la infancia. ¿No... See more

Educo.ORG
¡Firma la petición!

47,600 people reached

Educo @Educo_ORG

¡Actúa contra la #ViolenciaInfantil!

Firma la petición para que el Gobierno Español tramite y apruebe con urgencia la Ley Orgánica para Erradicar la Violencia contra la infancia. ¡Si no actuamos, la violencia continúa!

Firma bit.ly/2rgbROE #InfanciaSinViolencia

1845 · 30 nov. 2018

166 Retweets 249 Me gusta

Member of ChildFund Alliance

Example 4: Act to end violence against children

Social mobilization results:

on top of the social media results, the campaign generated traffic to Educo webpage, with 677 unique visitors, 576 coming from social media (497 FB, 55 TW and 24 IG)

But only 50 people signed the petition. (No investment, no coordination, no lead agencies, not appealing....)



Advocacy results:

- The report launch was attended by Jorge Cardona (member of the Committee of the Rights of the Child) along with the Director of the High Commissioner for Child Poverty's office and the Director of the High Commissioner for the 2030 Agenda's office
- Planned meetings with representatives with special responsibility for policy and developing the electoral programme from each major political party
- Educo has influenced political discourse on violence against children

https://elpais.com/elpais/2019/01/14/opinion/1547468209_825109.html?id_externo_promo=enviar_email

Example 4: Act to end violence against children

Campaign relaunch (14 February – 05 March)

Ask: If we don't act now, the violence won't stop.

Today, 5th of March is the last day of this government. The election process starts from tomorrow. This puts the passing of a law that we have been waiting for for too long **in danger**. Help us to convince all political parties that this cannot be swept under the carpet!

Campaign: (as of today)

- Petition: promoted through social media: FB and TW (+video)
- SM Investment: 250€, 240 leads (CPL 1,07€)
- Mailing (existing leads): 1500 signatures

Learnings

- 1. Working in coordination is absolutely necessary for the success for the campaign**
- 2. Primary messages of private donor loyalty management are worked on by both advocacy and social mobilisation**
- 3. Being able to publish (and present to the press) a report linked to a fundraising/marketing campaign will boost the results in the 1st weeks**
- 4. Give visibility to the issue and report in own media (blog, social media, newsletter, web...) and SM investment is a must**
- 5. Strong institutional relations strategy**
- 6. A clear ask with an impactful message will generate leads (a petition is the most effective way to generate leads, before surveys, downlables...etc)**

Learnings

7. Be sure to coordinate the petition with:

- The telemarketing argumentary
- The emailing strategy in terms of cycle and messages

8. Be sure to be accountable for the petition signed: follow up with the subscribers of the next steps in terms of advocacy. Share pictures, content of meetings...etc with political figures or institutions.

9. Advocacy is a powerful way to engage with new donors

10. CRM: In order to maximise results and engage and nurture potencial donors

Thank you!