

The Advocacy Initiative

Mapping of Social Justice Advocacy in Ireland:

An Examination of the Breadth and Depth of Social Justice
Advocacy within the Non-Profit Sector in Ireland

Executive Summary

Carried out by CMAAdvice Ltd.,
On Behalf of The Advocacy Initiative
December 2012



The Advocacy Initiative is a three-year community and voluntary sector project that promotes understanding, awareness and effectiveness of social justice advocacy in Ireland.

By creating the conditions for stronger social justice advocacy, The Advocacy Initiative will strengthen policy responses to existing and emerging challenges in addressing poverty and social exclusion, contributing to a more inclusive and equitable society.

Foreword



For the first time this mapping study quantifies the practice of social justice advocacy by the community and voluntary Sector in Ireland. Building on past research it tells the story of both the breadth and depth of this work. The authors describe a vibrant non-profit sector, which is committed to influencing public policy and contributing to a more inclusive Ireland - 39% of non-profit organisations are engaged directly in social justice advocacy.

The study addresses who is doing social justice advocacy, how they do it, and what strategies are most effective for achieving change.

The study has many important implications for The Advocacy Initiative in realising its objective to reframe the relationship between the social justice advocacy sector and state actors. As such it will inform the development of the Advocacy Initiative as it seeks to realise this

goal over the next two years. It is also our ambition that this research will support those engaged in social justice advocacy to strengthen their own practice, as well as serve as a tool for increasing awareness and understanding of social justice advocacy amongst policy-makers and other stakeholders.

This Executive Summary presents the key findings from the three phases of this report: (1) a broad survey of non-profit organisation in Ireland (2) a more detailed survey of those involved in social justice advocacy and (3) five case studies of effective advocacy. The full report is available from www.advocacyinitiative.ie.

The Advocacy Initiative is grateful to Candy Murphy and Patricia Keilthy of CMAAdvice Ltd for their energy, professionalism and commitment in undertaking this research.

Anna Visser
Director, The Advocacy Initiative



Acknowledgments

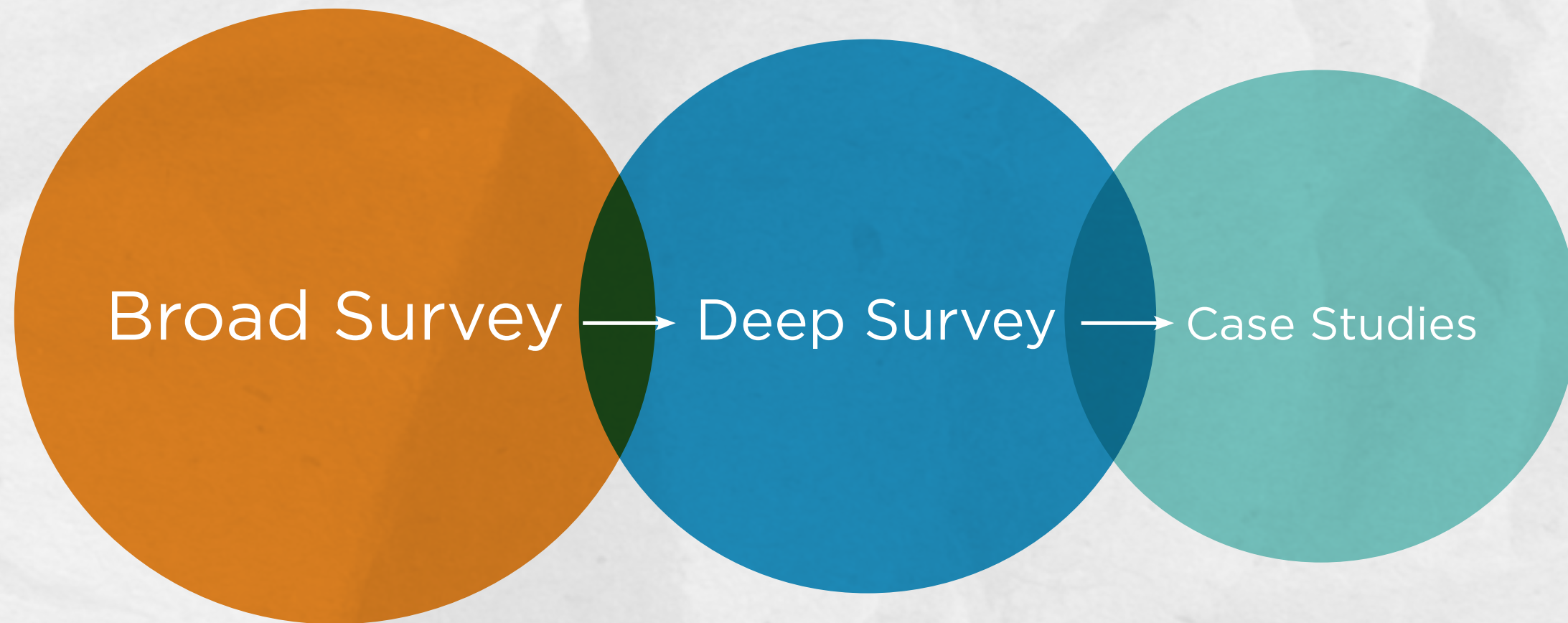
CMAAdvice Ltd would like to thank the many individuals and organisations that contributed to this study. These include all those who responded to the surveys on social justice advocacy that we carried out, those who attended the focus group of social justice advocates and those who agreed to be case studies illustrating examples of effective social justice advocacy.

We would also like to thank The Advocacy Initiative's Reference Group who provided ongoing advice to inform the study. The members of the Reference Group are: Ivan Cooper (The Wheel), Camille Loftus (Focus Ireland), Noeleen Hartigan (Amnesty International), Caroline Fahey (St. Vincent De Paul) and Patrick Burke (Youth Work Ireland). A special thanks to Anna Visser, Director of The Advocacy Initiative, for all her support and advice throughout the study.

Disclaimer

The views expressed in this publication are those of the authors and do not necessarily represent those of The Advocacy Initiative.

Introduction



The Advocacy Initiative commissioned CMAAdvice Ltd., to carry out a mapping exercise aimed at documenting and describing the practice of social justice advocacy in Ireland. The study aimed to obtain comprehensive information on both the breadth and intensity of social justice advocacy activity within the non-profit sector, building on earlier studies and on available knowledge of advocacy in Ireland. Limited information is available to date on the number of non-profit organisations operating in Ireland or on the proportion of them that are involved in social justice advocacy and thus this study attempted to provide a first representative survey of such organisations.

“Social Justice Advocacy” was defined as follows:

Social justice advocacy is defined as activities aiming at influencing public policy (including legislation, provision of resources and services) on behalf of communities experiencing poverty, inequality, discrimination, and social exclusion. Social justice advocacy is a subset of broader public policy advocacy.

Non-profit includes organisations that “might otherwise be described as charities, community and voluntary organisations, and non-governmental organisations. It is a neutral inclusive term, whose meaning has been subject to some intensive work as to definition and classification “(Irish Knowledge Exchange Network Database INKEEx, 2012:28)”.

Methodology

In order to address the research aims of mapping both the ‘breadth’ and the ‘depth’ of social justice advocacy, the study team adopted a two-phased approach to the research. The first phase, aimed at measuring the breadth of social justice advocacy, used a postal survey of a representative sample of organisations in the non-profit sector. The second phase involved measuring the depth by utilising an online survey of organisations identified in Phase 1 as currently engaged in social justice advocacy and was informed by a focus group of key social justice advocates in Ireland. This was complimented with five case studies of effective social justice advocacy.

Phase 1

The first survey, aimed at examining the breadth of organisations in the non-profit sector that carry out social justice advocacy involved a random 10% sample drawn from the Irish Knowledge Exchange Network Database,¹ giving the study team a sample of 1,198 non-profit organisations. This sample accurately represented all sectors within this population on the database. A postal survey was chosen as the method of data collection for this phase of the study.

The questionnaire which built on earlier surveys of community and voluntary organisations in Ireland involved in social justice advocacy was split into three parts. The first part asked all respondents whether their organisation is currently engaged in social justice advocacy, the second part asked respondents that self-selected as doing social justice advocacy a range of questions on the background of their organisations, the keys areas of their work, the type of advocacy they are engaged in and their views on their current advocacy. The third part

asked those who self-selected as not engaged in social justice advocacy why they are not engaged in this type of work and whether they are engaged in other types of public policy advocacy. If they selected that they are engaged in other types of public policy advocacy they were directed to the same questions as those doing social justice advocacy. This was to allow comparisons to be made between those doing social justice advocacy and those doing other types of public policy advocacy in order to ascertain distinctive features of the social justice advocacy sector.

In total 307 questionnaires were returned, representing 27% of the overall valid sample. However as 18 respondents did not answer the first question as to whether they are engaged in social justice advocacy they were removed from the respondent population and the analysis carried out on 288 respondent organisations.

Recognising that respondents self-declared as organisations doing social justice advocacy and the possibility that those involved in such work may be more likely to respond to such a survey, we believe that the current study provides for the first time information on a representative sample of non-profit organisations in Ireland involved in social justice advocacy. In order to verify this it would be important to repeat this exercise in the future.

Phase 2

In May 2012 a full day focus group meeting with sixteen selected social justice advocates was held in Dublin. This meeting aimed to provide information to inform the Phase 2 questionnaire aimed at measuring the depth of social

justice advocacy in Ireland. The focus group explored the following themes: how social justice advocacy is carried out, the recipients of social justice advocacy, overall approach to their advocacy, review and evaluation of advocacy, changes in advocacy practice over the last number of years and examples of successful advocacy and interagency working.

In order to obtain information on the depth of social justice advocacy in Ireland a second questionnaire was sent to the respondents in the first phase survey that had indicated that they were doing social justice advocacy. It therefore aimed to obtain largely qualitative information on how social justice advocacy is carried out in Ireland to complement the more quantitative, breadth mapping work carried out in Phase 1 of the study.

The resulting online questionnaire was sent successfully to 69 of these organisations for whom we had working email addresses (out of a total of 100 organisations that had responded to the first questionnaire). A survey tool was created using Google documents. Following two email reminders a total of 19 organisations responded to this second survey, giving us a response rate of 28%.² The results were analysed using Google documents and written up.

Phase 3

A third element of the study aimed to obtain a more detailed picture of effective social justice advocacy practice in Ireland by carrying out a number of case studies. The selected case studies reflected a range of organisational types and advocacy activity.

Key Findings Phase 1 - Postal Survey

Our survey indicates that 39% of non-profit organisations are engaged in social justice advocacy as defined above. A further 12% identified themselves as doing other forms of public policy advocacy.

Thus we find that 51% of non-profit organisations are engaged in some kind of advocacy. See Figure 1.

Our estimate of 51% lies therefore at the mid-range of the limited number of other studies available internationally.³ These findings also compliment the earlier Montague and Middlequarter study which found that 93% of the targeted respondents were engaged in advocacy activities (Montague and Middlequarter, 2010).⁴

Most of the organisations that are not carrying out social justice advocacy stated that this is because such work is not relevant to their organisation's work (60% of responses) or other organisations are already fulfilling this role (12% of responses). However, a small number of organisations stated that they are not carrying out social justice advocacy due to a lack of resources (11% of responses) or lack of expertise (19% of responses).

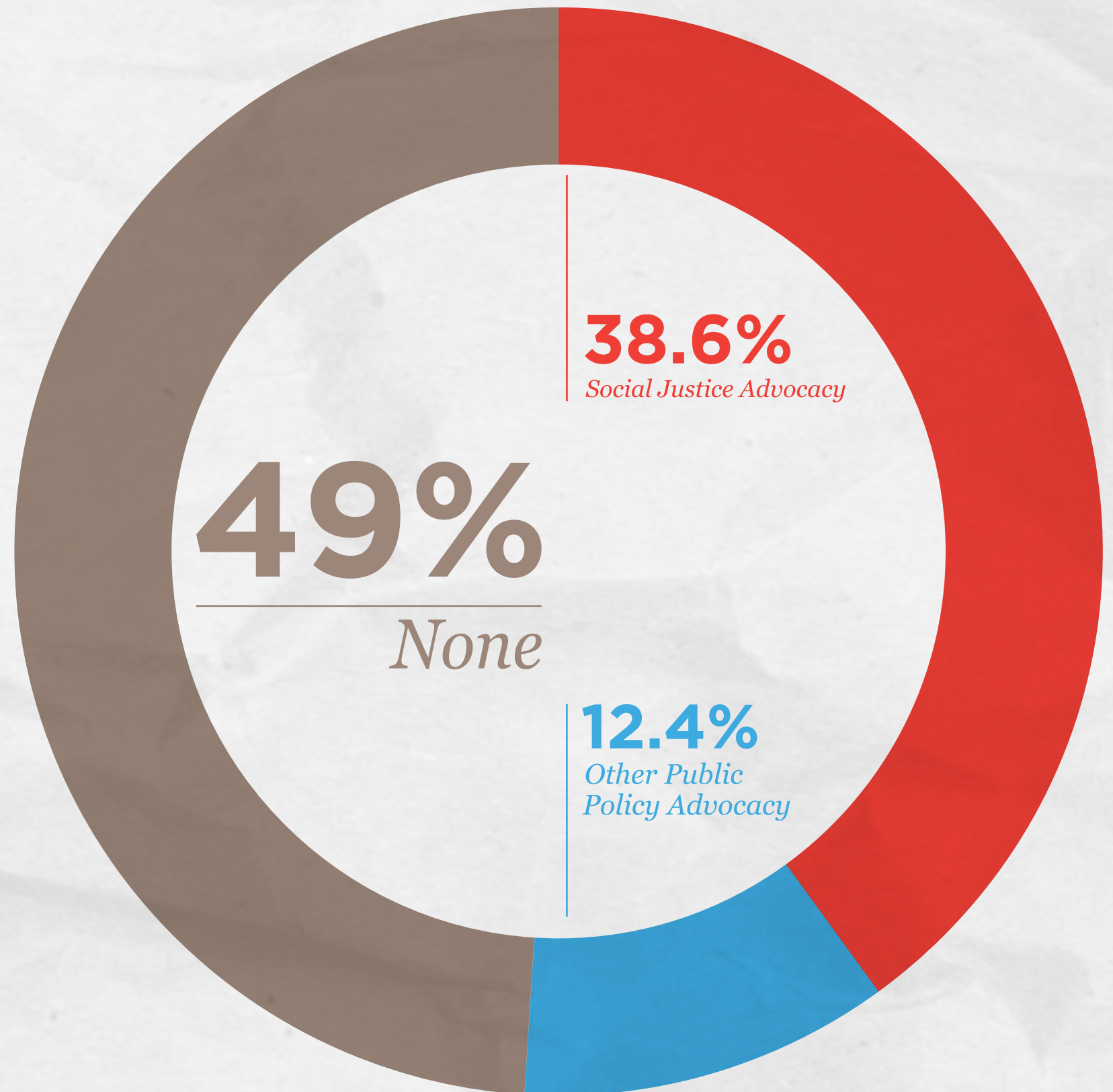


Figure 1:

Percentage of Respondents Engaged in Social Justice Advocacy and Other Public Advocacy (n=259)

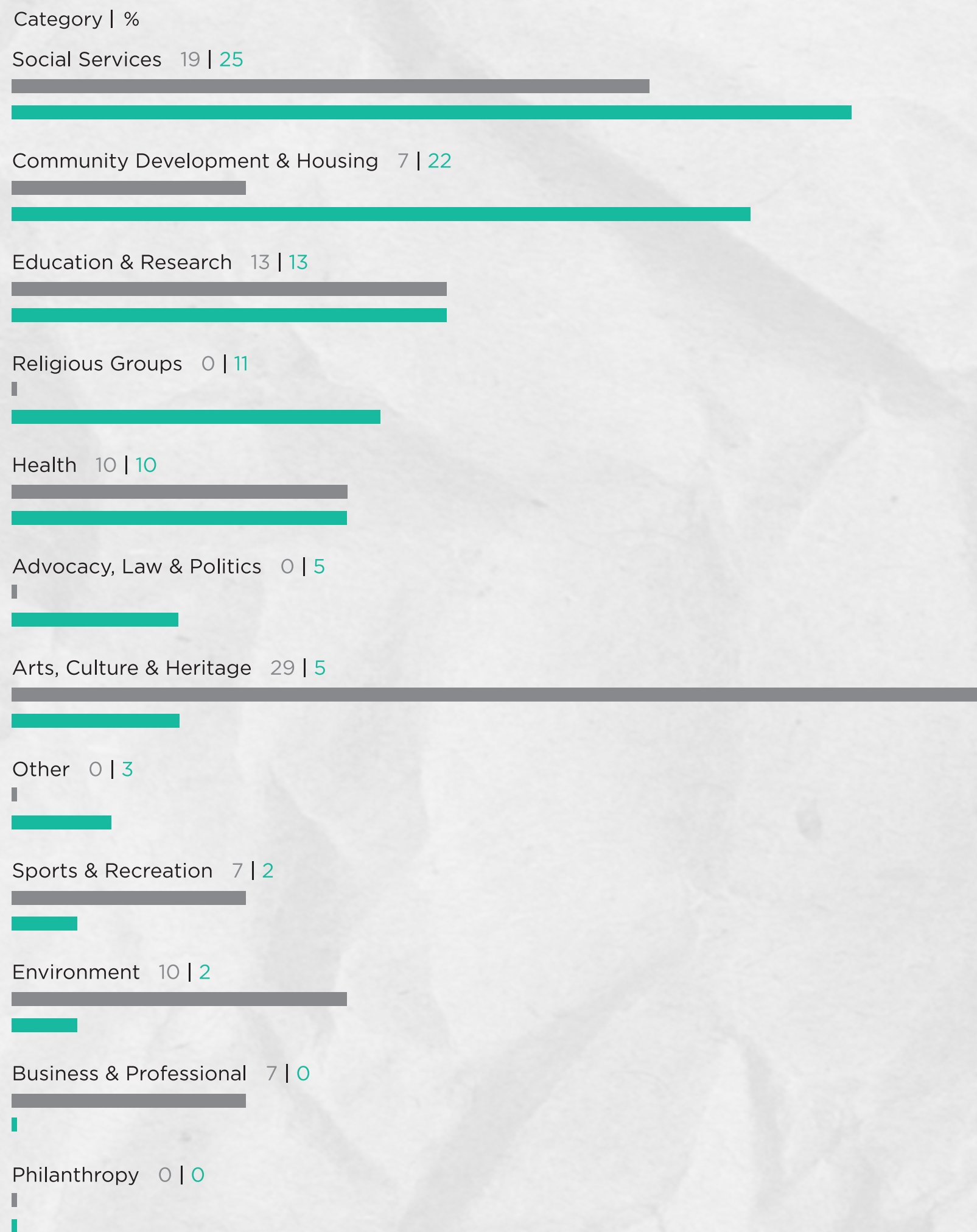


Figure 2 illustrates that the majority of organisations carrying out social justice advocacy classified themselves as in the ‘social services’ (25%), community development and housing (22%) or education and research (13%). Only 5% classified themselves as in the advocacy, law and politics sector.⁵

Organisations carrying out other forms of public policy advocacy were more likely to be in the arts, culture and heritage sectors (29% compared to 5% of social justice advocacy organisations). However some of these public policy advocacy organisations also classified their sector as social services (19%) and community development and housing (7%), indicating perhaps a lack of clarity on what constitutes ‘social justice advocacy’.

The majority of organisations carrying out social justice advocacy are service provider organisations, in operation for an average of 17 years, employing 25 people or less (87%) with an average of two full time staff and 2 part time staff involved in advocacy; the remainder being volunteers, board members and members.

Figure 2:
UN/Johns Hopkins University Sector for Organisations Doing
Social Justice Advocacy and Other Public Policy Advocacy



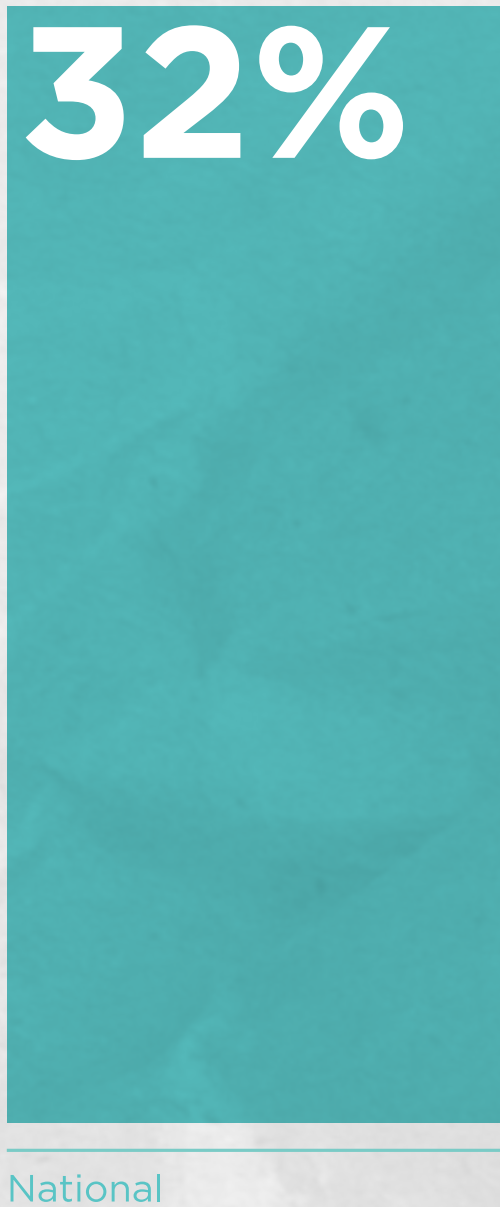
50%

Local



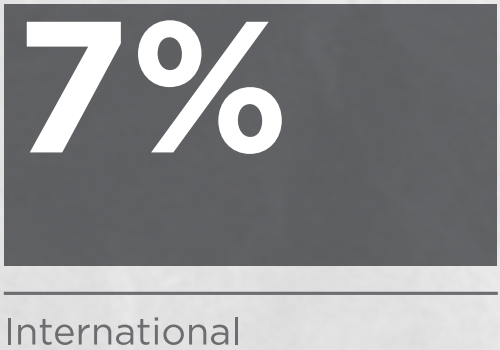
10%

Regional



32%

National



7%

International

Figure 3 shows that the focus of social justice advocacy is mainly at a local level (50%) followed by at a national level (32%) with a small number having a regional (10%) or international focus (7%). When compared to organisations carrying out other forms of public policy advocacy, social justice advocacy organisations are more likely to serve an urban rather than a rural community (33% compared to 26%) and to be based in Dublin rather than elsewhere in Ireland (42% compared to 23%).

Figure 3:
Geographical Focus of Social
Justice Advocacy (n=96)

Figure 4 shows that the main areas covered by social justice advocacy are children and families (10%) poverty and social exclusion (8%), education (8%), employment and training (7%) and local development (6%). Organisations carrying out other forms of public policy advocacy are most likely to be working in the area of culture arts and heritage (7%), education (9%), sports and recreation (5%) and the environment (5%).

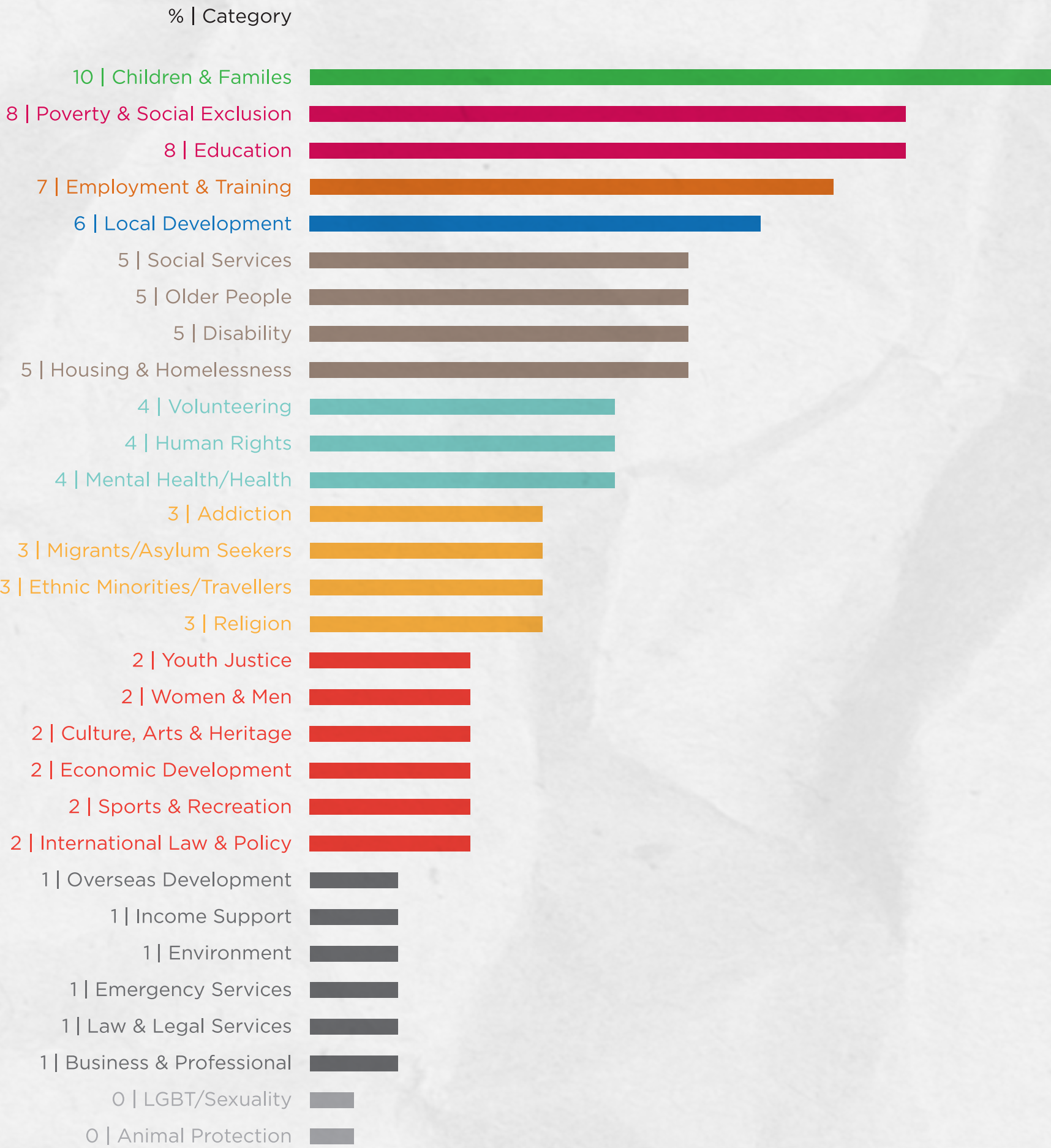


Figure 4:
Key Issues of Advocacy for Social Justice Organisations
(n=98) (Multiple Choice, % Reponses)

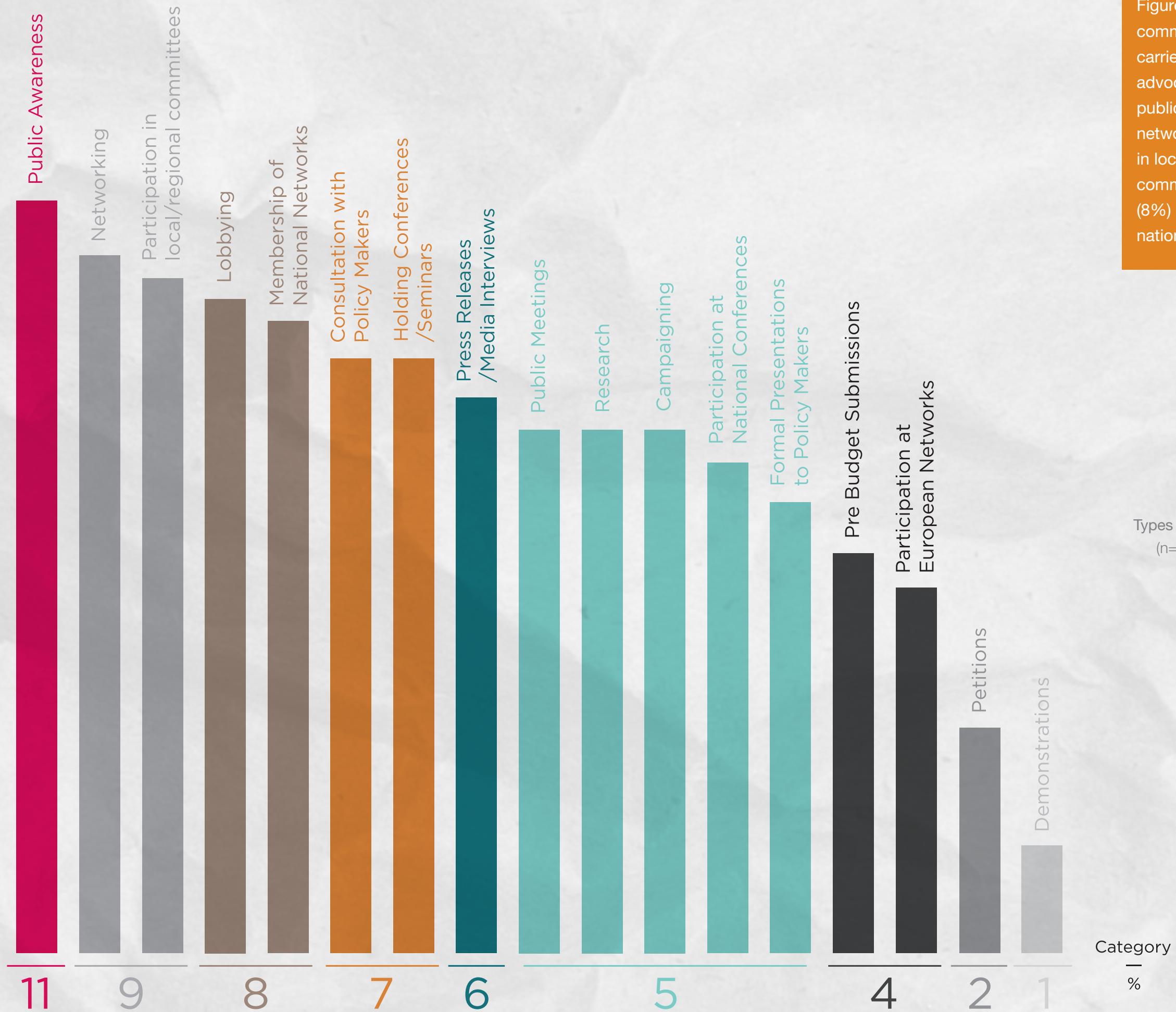


Figure 5 shows that the most common types of advocacy carried out by social justice advocacy organisations are public awareness (11%), networking (9%), participation in local and regional committees (9%), lobbying (8%) and membership of national networks (8%).

Figure 5:
Types of Social Justice Advocacy
(n=96) (Multiple Responses,
% of Responses)

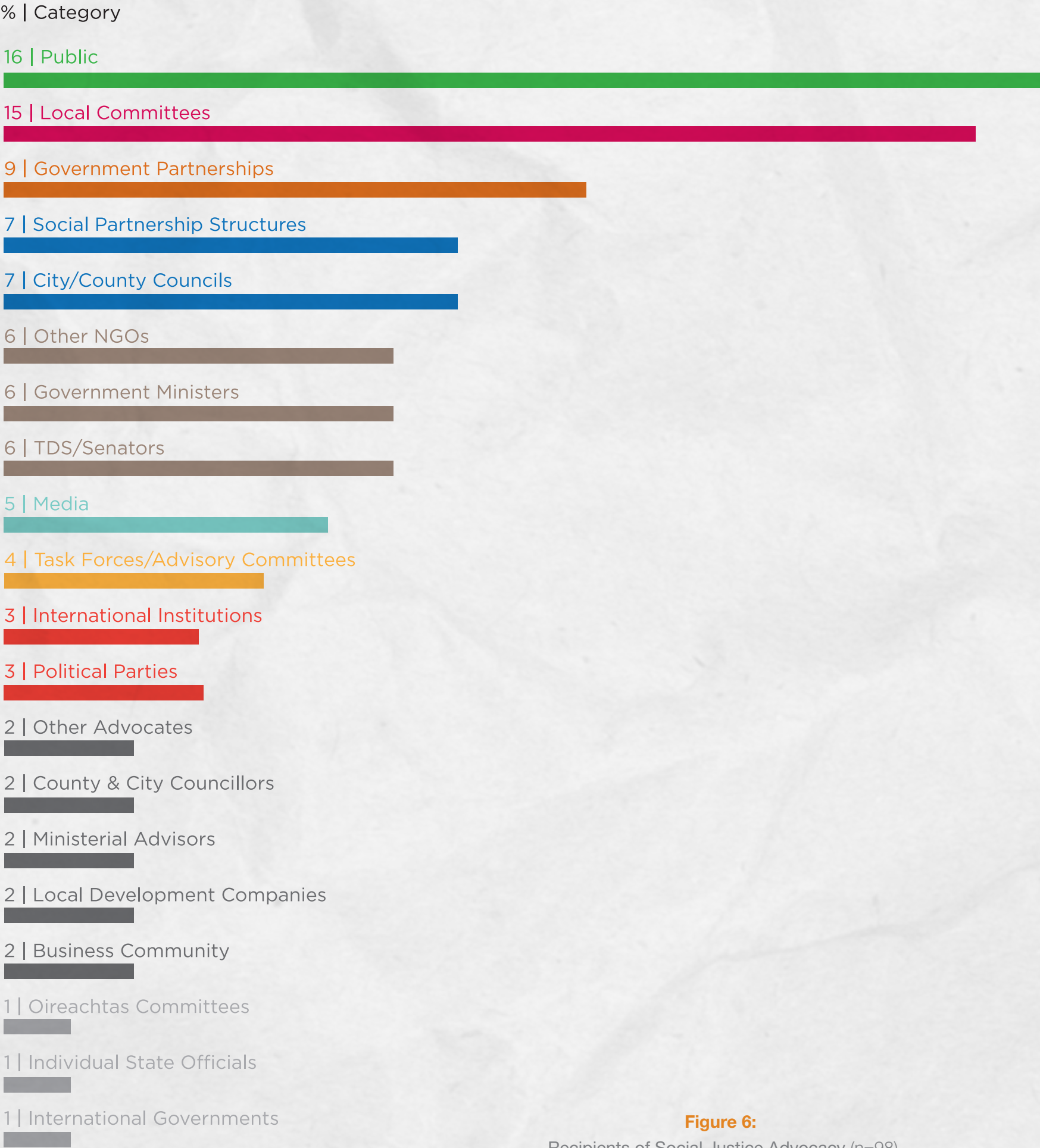


Figure 6:
Recipients of Social Justice Advocacy (n=98)

Figure 6 shows that the main recipients of such advocacy are the public (16%), local committees (15%) and government departments (15%).

Overall we found that social justice advocacy organisations are involved in a wide range of activities in terms of the geographical focus of their advocacy, the types of advocacy they do and the recipients of such advocacy.

A majority of organisations doing social justice advocacy stated that their advocacy workload has increased (68%) and that it has become more difficult (73%) over the last three years.⁶ Organisations doing social justice advocacy in rural areas (85%) and those working in community development and social services (90%) are also more likely to say it has become more difficult when compared to those working in urban areas and other sectors.

Key Findings Phase 2 - Online Survey

The second survey of organisations identified in the first survey as carrying out social justice advocacy was aimed at obtaining in-depth information on how these organisations carry out their social justice advocacy. We know from the Phase 1 results that over half of the Phase 2 respondents are either in the social services or community development sector, almost all are service provider organisations, over half serve both a rural and urban community and 58% are locally focused, while the remainder are nationally focused.

Just two organisations describe themselves as primarily policy influencing organisations while six classify themselves as membership organisations. In most cases social justice advocacy issues are prioritised by themes identified in strategic plans (22%), feedback from staff (17%) or from clients (16%).

In terms of the nature of the advocacy done we found that on average social justice advocacy is split 50-50 between internal and external advocacy⁷ and that internal advocacy is more likely to have increased compared to external advocacy (58% compared to 42%) over the past two years. A number of issues influence whether an organisation decides to run a public campaign or not. In most cases this is based either on the resources (20%) or on the evidence available (20%).

Figure 7 shows that just over 50% of social justice advocacy is 'planned' and that this type of advocacy is more likely to have increased when compared to unplanned work⁸ (58% compared to 32%) in the last two years.

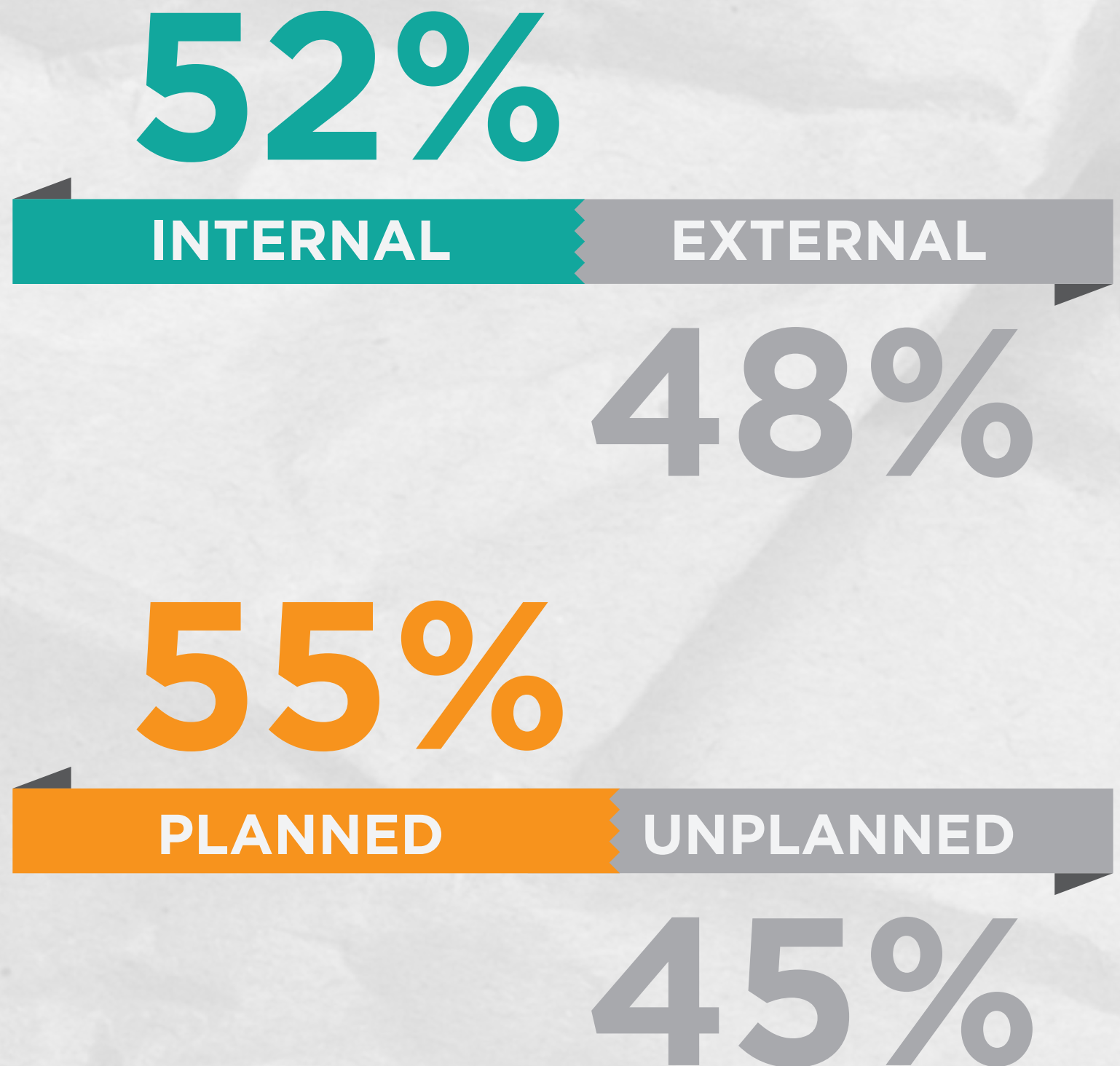
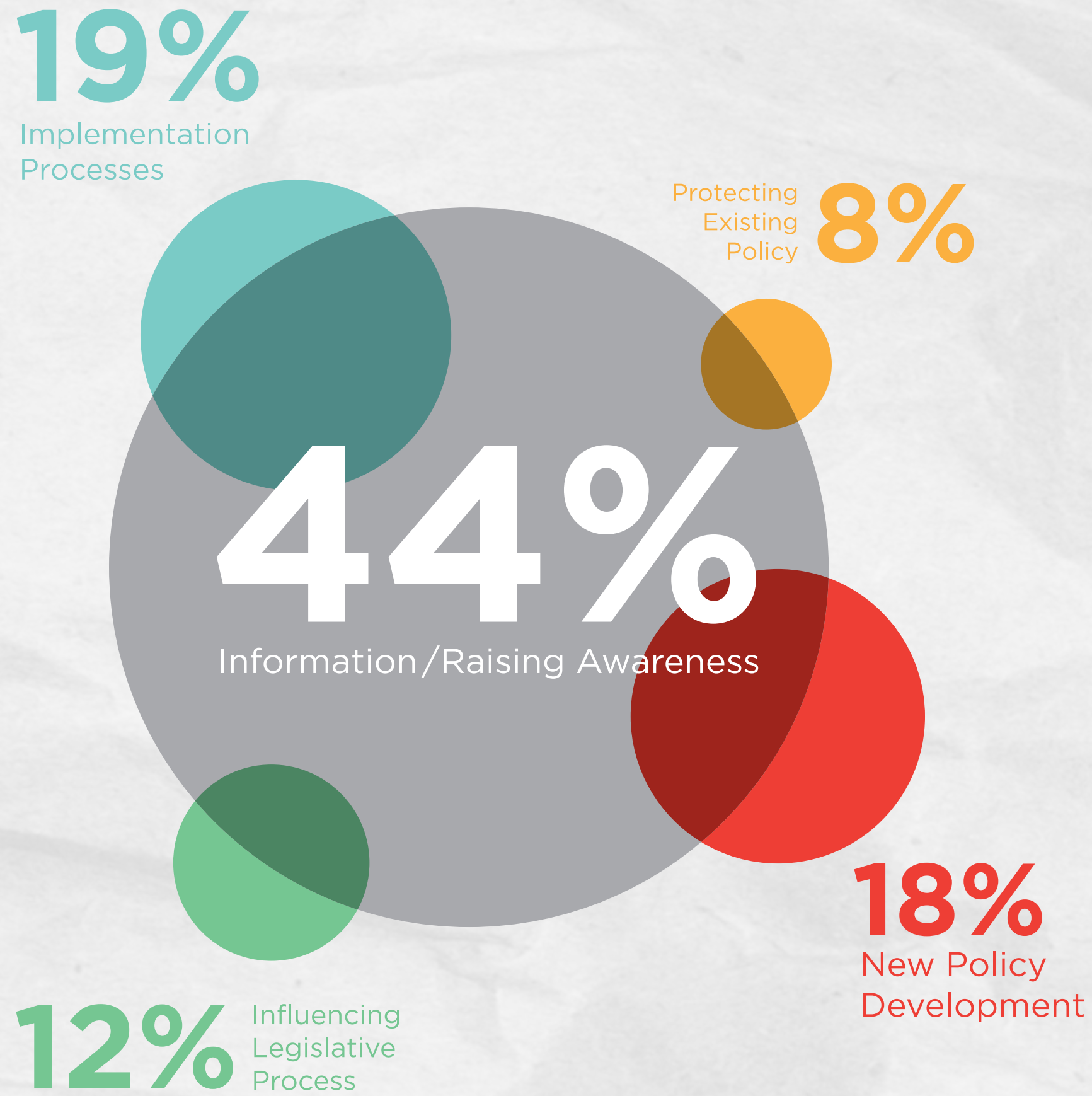


Figure 7:
Proportion of Social Justice Advocacy that is
Planned/Unplanned and Internal/External (Mean %, n=19)

Figure 8 shows on average over 40% of the planned advocacy is dedicated to information/raising awareness. The remainder is focused on new policy developments (11%), influencing the implementation process (19%), influencing the legislative process (12%) and protecting existing policy (8%).

Figure 8:
Breakdown of Main Area of Planned Social
Justice Advocacy (Average % across all orgs, n=19)



In terms of mobilising support for advocacy issues we found that the public is mobilised primarily by either holding an information meeting (37%) or running a media campaign (32%).

We also found that membership organisations (n=9) always (33% of membership organisation) or sometimes (66% of membership organisations) include the input of their members in their advocacy. Such members are mobilised by actively involving them in campaigns (25%) or in policy briefings with policy makers (16%).

The availability of resources was identified as the main reason for choosing a particular target or recipient of social justice advocacy (21%). This was followed by whether it was a new policy or a change to a current policy (16%). Two thirds of respondents stated that social media had become an important part of their advocacy.

Figure 9:
Methods Used to Mobilise the Public around a Particular Issue (Multiple Response, % of total responses= 30, n=19)

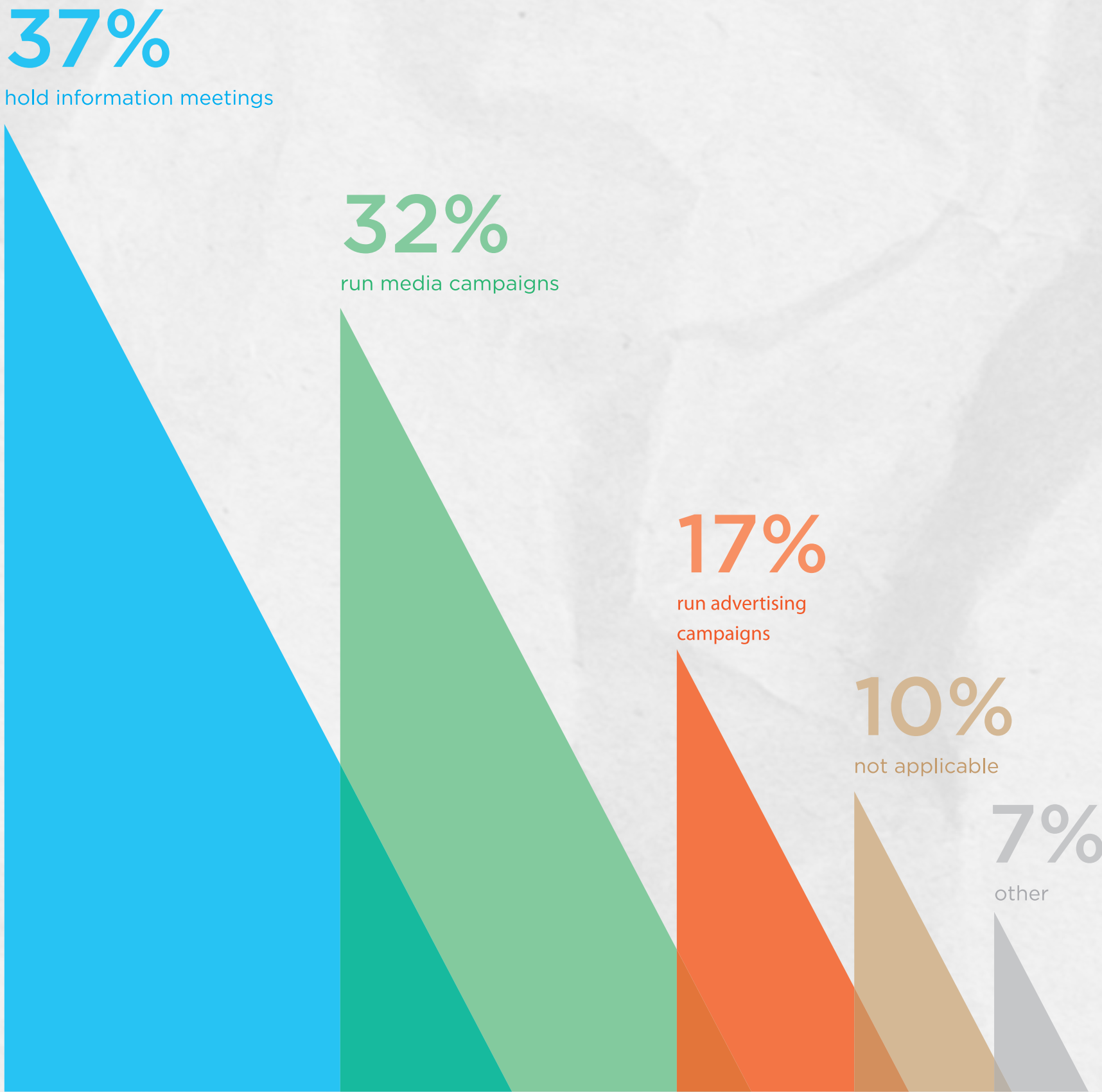
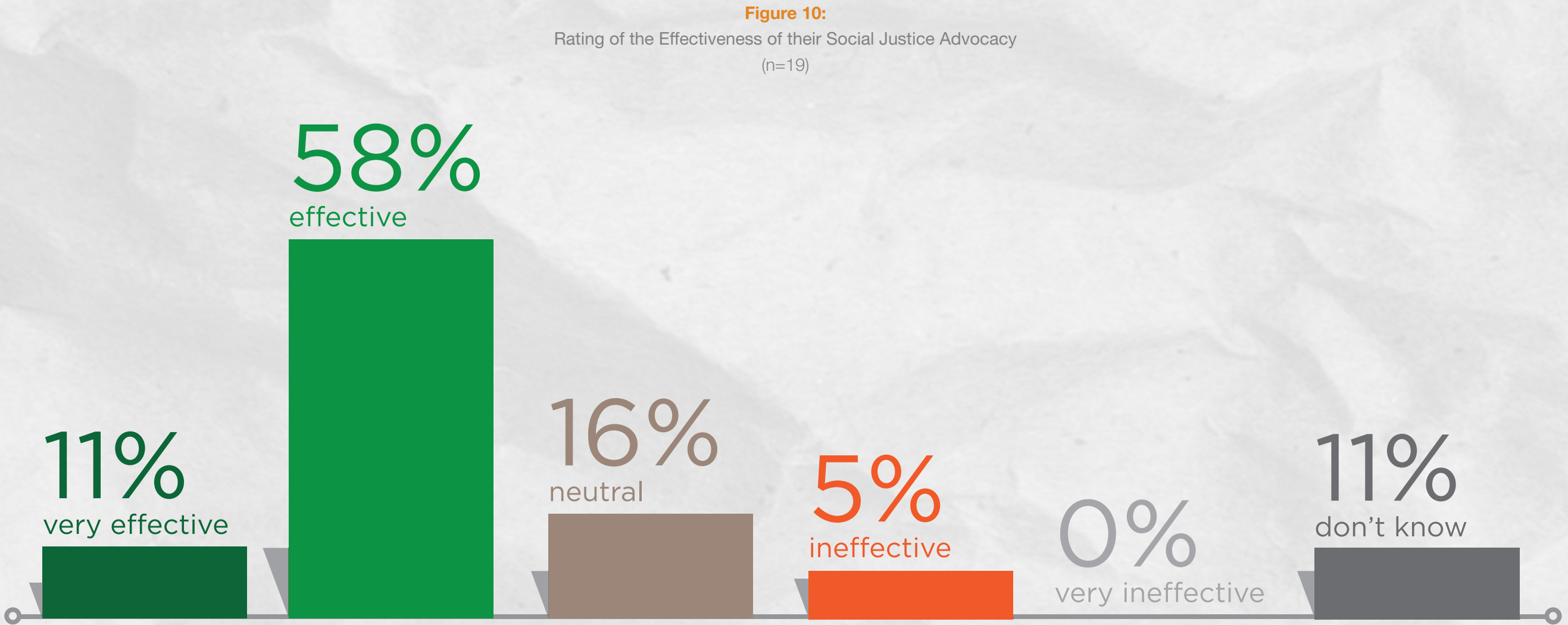


Figure 10 shows that in most cases when asked to rate recipients' responsiveness to their social justice advocacy respondents classified recipients as 'very responsive' (11%) or 'responsive' (63%). However, five respondents or 26% classified the recipients as 'not very responsive'. Respondents also rated their advocacy as either 'very effective' (11%), 'effective' (58%) or 'neutral' (16%). Just one organisation rated their social justice advocacy as 'ineffective'.⁹

Over half the respondents agreed that they specify their social justice advocacy outcomes. Nine organisations (47%) have systems in place to measure these outcomes and in 6 of these cases this involved the use of key performance indicators.

Most respondents recognised the need to strengthen their monitoring systems, for example by making greater use of external evaluators or by making their social justice advocacy objectives more explicit.

For many respondent organisations social justice advocacy is underpinned by values of equality and human rights. Others cited values such as a community development approach or a person centred approach. Some respondents also cited the values of inclusion and dignity as underpinning their advocacy.



In terms of the respondents' views of the policy making process in Ireland, 84% agreed that policy decision making in Ireland is fragmented and 89% disagreed that the values that underpin policy making are explicit. Just over half agreed that policy decisions are underpinned by evidence, and 68% agreed that there are few specialist policy making experts among decision makers.

Looking at the context for social justice advocacy, 84% of organisations stated that the context had changed over the past two years.

The most common changes cited were that the need for hard evidence has increased (67% of respondents), NGOs are forced to compete with each other for resources (58% of respondents) and it was more difficult to address issues of economic inequality (52% of respondents). Increased collaboration was cited as an important response to these changes (23%), followed by a greater focus on evidence gathering (18%).

Overall 95% of organisations collaborate with other NGOs on social justice advocacy issues. Most tend to either join other organisations' campaigns (32%) or collaborate with other organisations equally (26%). Most view this collaboration as positive or very positive (63%), see figure 11.

This collaboration could be strengthened through the availability of further resources for such work. Others suggested more formalised structures could be put in place to support such collaboration.

24%

very positive

47%

positive

29%

OK

0%

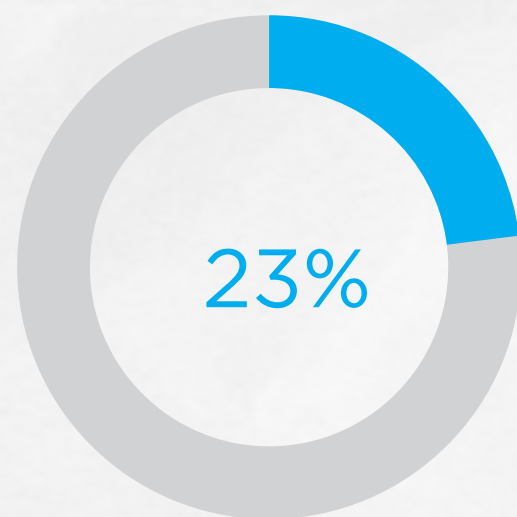
negative

0%

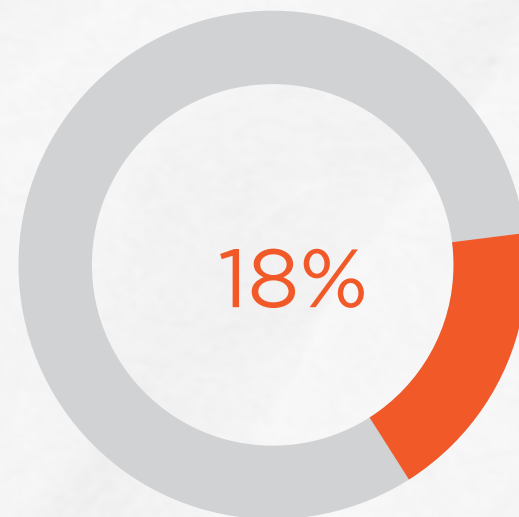
very negative

Figure 11:

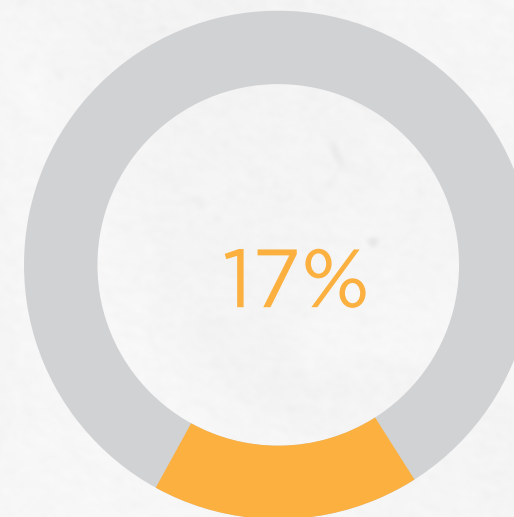
Views on Collaboration with other NGOs (n=17)



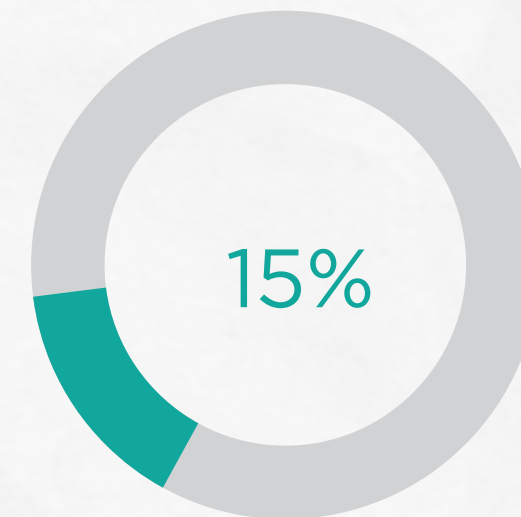
More collaboration



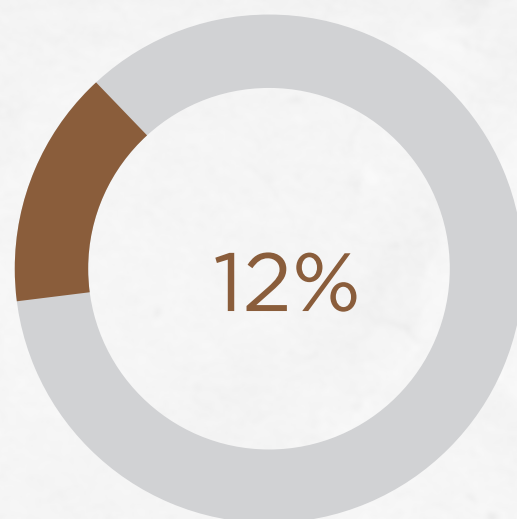
More focus on
evidence gathering



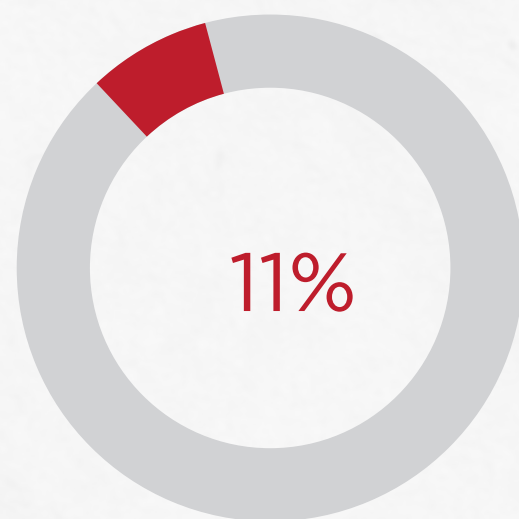
More linking of specific
policy issues to a
broader social...



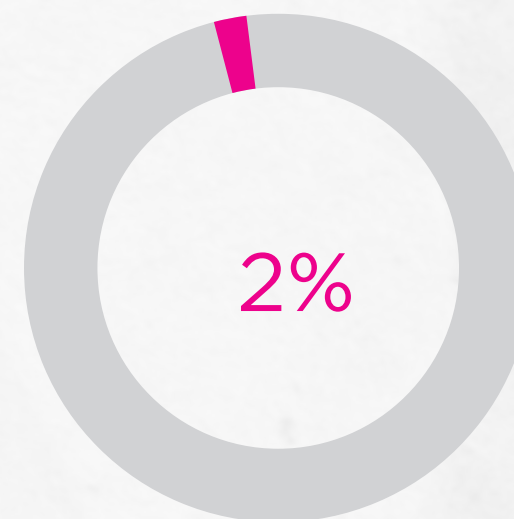
More economic analysis



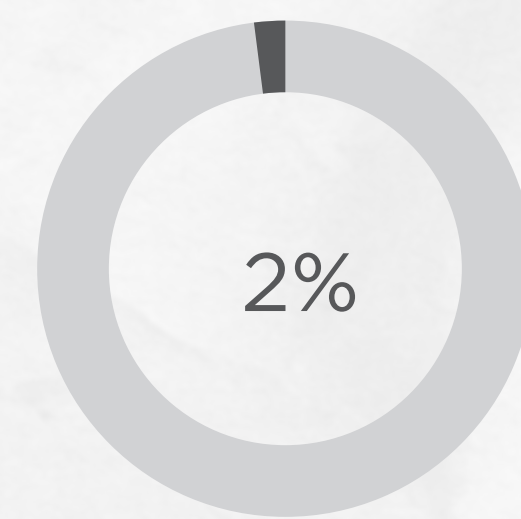
More rights
based approach



More focus on
mobilising public opinion



Other



Not applicable

Figure 12:

Ways in Which NGOs can Best Respond to Changes
(Multiple Response, total number of responses= 65, n=19)

Key Findings Phase 3 - Case Studies

Five case studies of effective social justice advocacy are presented in the report. Two of these case studies were chosen from Phase 2 respondent organisations that had indicated a willingness to participate in the study as case study examples. The remaining three were selected to reflect a wider range of themes and approaches.

The selected case studies were:

- 1. Doras Luimní, Crosscare and NASC** (The Immigrant Support Centre): Achieving Improvements in Accessing Social Welfare for Immigrants. Collaborating in Carrying out Research across the Regions.
- 2. Irish Heart Foundation:** The F.A.S.T Campaign to Raise Public Awareness of Stroke Warning Signs.
- 3. Rialto Rights in Action Group:** Applying a Human Rights based Approach to Real Problems.
- 4. Migrant Rights Centre Ireland:** 'Justice for the Undocumented' Campaign: Empowering those with no voice to act collectively and to speak directly to decision makers.
- 5. Gay + Lesbian Equality Network:** The Campaign for Civil Partnership: the route to Equal Access to Civil Marriage for Gay and Lesbian Couples and Equality for All.

The following key findings emerge from these case studies:

1

A well thought out advocacy campaign and related strategy is essential. This should involve clear intermediate goals within a longer term vision with agreed outcomes, underpinned by values of equality, human rights and community development.

2

Be ambitious but keep the message simple and appeal to human interest and concern.

3

A key element of an effective advocacy campaign is to empower those affected to be their own advocates through training and professional support.

4

How you win a campaign is as important as what you win. A positive win lays the foundation for future wins – and a certain level of pragmatism is often required.

5

It is important to be reasonable, constructive and professional when dealing with decision makers and to build relationships of trust. Appealing to the best in politicians and public servants can be helpful to their sense of fairness.

6

Recognised and proven international models and frameworks should be harnessed whenever possible.

7

Collaboration across regions and organisations can provide compelling evidence that the identified problems are systemic.

8

It is important to seize opportunities and to adapt to changes in the external environment when they arise, e.g. a new government, new Minister, changing economic conditions.

9

Being able to measure the impact of an advocacy campaign is important in terms of accessing further funding.

All the case studies were strongly focused on 'internal' advocacy strategies as this approach was considered to be most effective.

They all illustrate how an effective campaign must manage the potential tensions between internal/external elements of the campaign. Sometimes a too forceful media/public campaign can be counterproductive. However they also demonstrate that there are strong linkages between public campaigning and achieving policy change. Effective public campaigns can play a key role in mobilising policy makers to address policy gaps and weaknesses and in achieving positive changes to services.

Resources are required to run effective, professional campaigns and to effectively engage clients, the media and public opinion in the campaign.

Conclusions

The following overall conclusions can be drawn from our research:

Extent of Social Justice Advocacy

This study indicates that just over half of non-profit organisations are engaged in some form of public policy advocacy and three quarters of these are engaged in social justice advocacy (37% of the total). While we are careful about generalising from our findings, we believe that this study gives a good indication of the extent of social justice advocacy in non-profit organisations in Ireland at the present time. It should be noted however that the findings also indicate that some organisations carrying out advocacy in the ‘social services’ sector or advocacy focused on poverty and social exclusion do not classify themselves as social justice advocacy organisations and this issue should be explored further by The Advocacy Initiative.

Wide Range of Social Justice Advocacy Activity in Ireland

The study illustrates the wide range of social justice advocacy activities engaged in by non-profit organisations in Ireland. Overall our results suggest that organisations carrying out social justice advocacy in Ireland engage in a number of different approaches to advocacy and target a variety of recipients, employing a wide range of methods. They show that social justice advocacy involves a mixture of public (information raising public awareness, media engagement, etc.) and private (policy submissions, meeting with policy makers) advocacy as well as planned (arising from themes identified in strategic plan) and unplanned (arising from

unexpected policy change) advocacy. The results also show that a wide variety of people are involved in social justice advocacy, including full time staff, volunteers, board members and clients.

This wide range of activities indicates the challenge that social justice advocacy organisations face in acquiring the skills, competencies and resources required are to be effective in all the arenas that they engage in. They highlight the need to be clear about what advocacy approach works best and how best to target recipients. They also highlight the need for clear advocacy campaign strategies involving staff, board, wider members and clients, backed up by relevant training and professional supports.¹⁰

Context for Social Justice Advocacy in Ireland

While almost three quarters of survey respondents consider that policy makers are ‘responsive’ or ‘very responsive’ to their social justice advocacy most view the policy making process in Ireland as fragmented, lacking explicit values and influenced by personal relationships with policymakers.

Our findings also suggest that the context for social justice advocacy has and continues to evolve and that such work is increasingly difficult in the current environment. Organisations are under more pressure to compete with others in their sector and to produce hard evidence to support their advocacy positions, while a number find it increasingly difficult to get traction on issues of economic inequality and for policy changes that will require additional resources.

These findings highlight the importance of ensuring that

adequate resources are in place for effective social justice advocacy and to support social justice advocates to respond to this changing context in a coherent and focused manner.

Support for Collaboration

Our results suggest that social justice advocacy organisations are collaborating in their advocacy and that the growing importance of such of collaboration is recognised. Support is needed to encourage further collaboration around advocacy issues through resourcing such work and/or assisting in establishing more formal structures to support collaboration and to share learning, possibly building on the work of The Advocacy Initiative’s Knowledge Exchange Forum.

National or Local Focus of Social Justice Advocacy

The results indicate that a significant number of organisations are engaged in social justice advocacy at a local level. It would be useful to explore how effective linkages can be developed to ensure that advocacy issues and related learning at the local level feed into and inform national level advocacy and related policy development. The results also show variations in both advocacy methods and type of recipients between organisations with a national versus a local or regional advocacy focus. This suggests that advocacy training needs to take these variations into account.

Use of Social Media

Our results also illustrate an increased use of social media in social justice advocacy and a growing recognition of

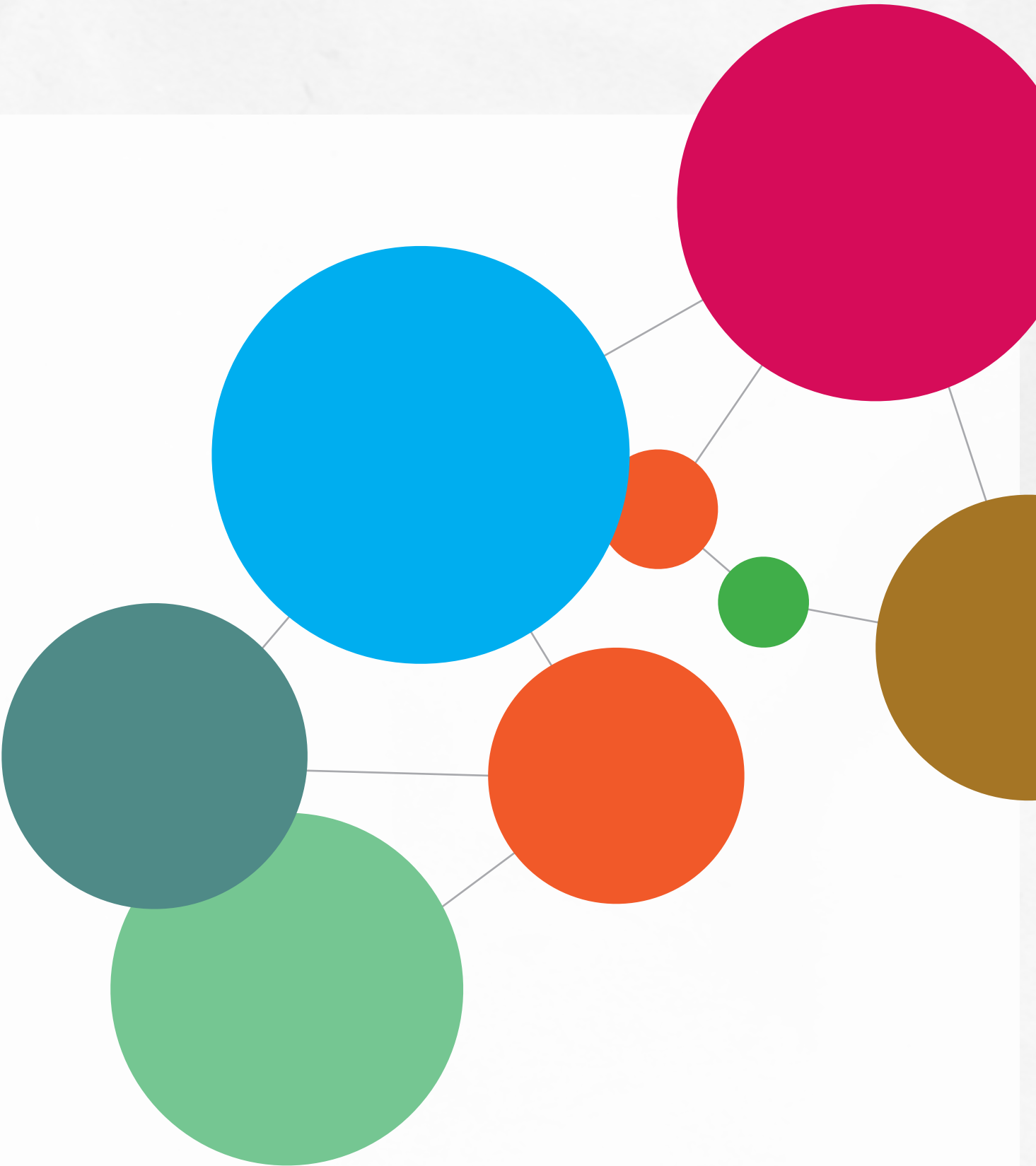
its importance in advocacy. Resources are required to ensure that the skills necessary to do this work effectively are available throughout the non-profit sector.

Need for a Strategic Focus and Measurable Outcomes for Social Justice Advocacy

The study has highlighted the benefits of being strongly strategic and focused when running an advocacy campaign. They also show that while some organisations specify their social justice advocacy outcomes, few specifically measure these outcomes. These findings suggest that increased resources and expertise in the area of campaign strategising and in monitoring and evaluating the impact and effectiveness of social justice advocacy would be beneficial.

Need for Hard Evidence

Many respondents recognise that hard evidence is increasingly required to underpin social justice advocacy. Social justice advocacy organisations are well placed to collect substantive evidence on the reality of those experiencing poverty and inequality and to utilise this information to raise awareness of these issues both among the public and among policy makers. This suggests that a greater focus is required on how best to systematically collect and disseminate such evidence, both from clients and from international research, to support advocacy campaigns.



Recommendations for The Advocacy Initiative

Based on these conclusions we make the following recommendations to The Advocacy Initiative:

1

Explore with relevant organisations, possibly through the Knowledge Exchange Forum, what is meant by 'social justice advocacy' and assess the extent to which definitions are consistent and clear across the non-profit sector and among recipients of such advocacy.¹¹

Based on this, work to increase public understanding of the term and of the objectives of such work and to identify and exploit opportunities for collaboration among social justice advocacy organisations in making the case for social justice in Ireland.

2

Carry out further work on what constitutes 'effective' advocacy work and 'responsive' recipients of such advocacy, including identifying the specific skills needed by non-profit organisations in carrying out effective 'internal' and 'external' social justice advocacy and support the provision of training in such skills, including training in planning, organising and running effective advocacy campaigns.

3

Drawing particularly on the findings from the case studies, explore with social justice advocacy organisations what the key elements of a 'professional' advocacy campaign are and the possibility of drawing up guidelines on how to run an effective 'insider' campaign aimed at changing public policy and to compliment this with an effective public campaign. This work could also be used to develop evaluation tools for measuring the impact of different types of social justice advocacy.

4

Explore with policy makers the views that respondent organisations have expressed here on how the policy making process operates in Ireland and elicit their opinions on what constitutes 'effective' social justice advocacy.

5

Utilising the Knowledge Exchange Forum, explore further the development of effective linkages between local and national level advocacy and related policy issues and identify the particular needs of organisations engaged in social justice advocacy at a local level, including holding regional meetings of the forum.

6

Support social justice advocacy organisations in gathering hard evidence to underpin their work, in developing effective systems for measuring its effectiveness and impact and in utilising such evidence to achieve policy change.

7

Repeat the surveys in 2-3 years' time to identify trends and test the representativeness of the current findings. This future survey could also provide an opportunity to explore sub-sectorial classifications of the non-profit sector which may be more relevant in an Irish context than the UN/Johns Hopkins University "functional-structural" classification system used in the current study.

8

Support the greater use of social media as an advocacy tool by non-profit organisations.

9

Utilise the actions recommended above to explore the opportunities and challenges involved in achieving greater collaboration and shared learning among organisations carrying out social justice advocacy.

Endnotes

1. This database built by Irish Non-profits Knowledge Exchange (INKEx) is the only comprehensive database of on profit organisations in Ireland.

2. While the number of respondents is relatively small the main aim of this phase of the study was to illustrate how social justice advocacy works in Ireland at the present time. It does not aim to be statistically representative.

3. Very little research has been done on the extent of public policy advocacy work in Ireland and internationally evidence has been inconsistent (Geller and Salmon, 2007). One study of a US non-profit sample, found that 75% were engaged in public policy advocacy OMB Watch, Tufts University, and CLPI. (2002). Other reports have found that advocacy work is carried out by between 20% and 30% of non-profit organisations (US data) (Salmon, 1995). Our estimate of 51% lies therefore at the mid-range of these estimates.

4. Our study uses the UN/Johns Hopkins University “functional-structural” classification system of non-profit organisations (INKEx, 2012) which offered respondents a limited number of categories to choose from.

5. The percentage of respondents that stated that their work has become more difficult is slightly less than that found in the 2010 Montague and Middlequarter study, where 86% of respondents stated that the context had become more difficult (2010:38). Please note that findings are not directly comparable due to differences in the way the two samples were drawn.

6. **Internal** SJA work is defined as work aimed primarily at politicians, civil servants, other organisations and **external** as work involving campaigns/events aimed at general public/media

7. For the purpose of this study we classified **planned** work as work identified in an organisational strategy/ annual plan and **unplanned** as work arising from unexpected policy changes/events.

8. Please note that respondents were not asked to define ‘responsiveness’ or ‘effectiveness’.

9. See Rees, S. (2001) who suggests that the key to ‘effective advocacy on limited resources’ is: ‘strategically by focusing time and resources on a few issues and a limited number of relationships with important decision makers. These relationships, involving politicians and their grassroots constituents, must be built over time and have as their focus a concern for the wellbeing of local communities.’

10. See for example Geller, S.L. and Salamon, L.M. (2007) for a discussion on possible confusion regarding what ‘non-profit advocacy’ means.

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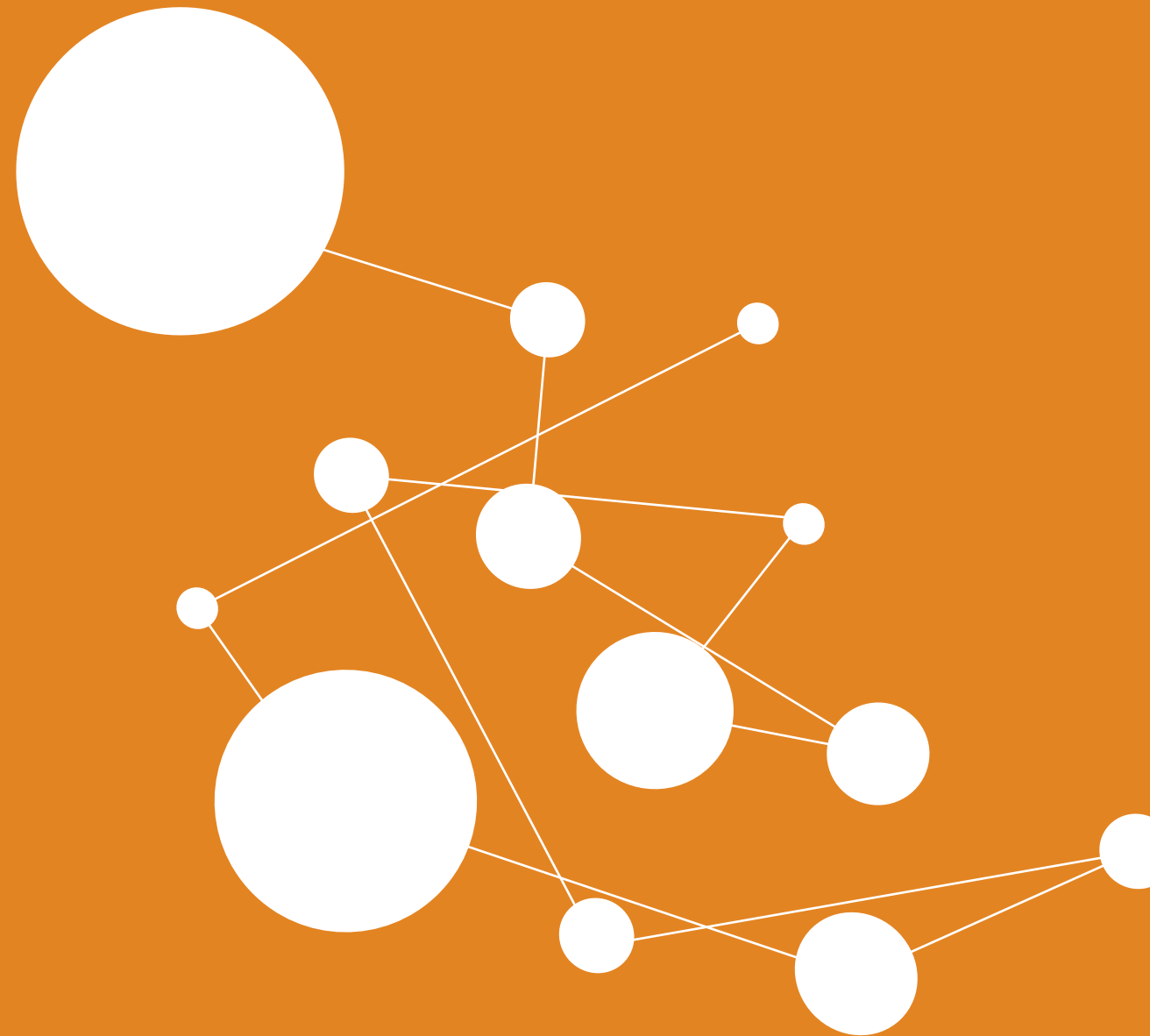
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The Advocacy Initiative,
Carmichael House,
North Brunswick St.,
Dublin 7, Ireland.

Phone: **01 685 3291**
Email: **connect@advocacyinitiative.ie**

For further information visit
www.advocacyinitiative.ie

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