ICEM Spring 2013
Results

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Last time: examining advocacy’s image problem and potential

- **Using the right language to address it**
  - Lobbying is potentially annoying
  - Advocacy is potentially ambiguous
  - Campaigning is potentially both
  - How do you talk about this area of work, simply and without putting people off?
  - And ensure advocacy is perceived as part of your cause, not a distraction from it?

- **Convince the public you can live up to their expectations**
  - The public thinks highly of charities and want you to lobby
  - But is thinking that you have no clout putting them off from joining you?
  - Is there a “£5 buys 20 mosquito nets” equivalent in campaigning?

- **Start picking any ‘low hanging fruit’**
  - There is scope for charities to ask the public to campaign more, given their support for charities playing a campaigning role.
  - Can make use of donor databases to find campaigners, as existing donors are more likely to be interested in taking campaigning action?
  - It will be important to target types of campaigning at certain groups: older groups are more willing to participate in writing and emailing campaigns.
This time: How much is too much?

• How happy are the public with spending money on campaigning?

• What effect might taking part in campaigning have on donors?

• Do they recognise it when they see it?

• What are the publics priorities when it comes to protecting rights?
The public think it is important for charities to lobby government

“How important is it to you that the charity you support campaigns publicly and lobbies government for better social outcomes?”

Base: All respondents (1,000), 16+, Republic of Ireland
Source: ICEM Nov-10, nfpSynergy
“Please indicate which of the following charity activities and staff members you would think of as counting as part of "administration" costs, which as fundraising costs, and which as money spend on the "cause".

<table>
<thead>
<tr>
<th>Activity</th>
<th>Administration</th>
<th>Fundraising</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivering child care services</td>
<td>64%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>A person campaigning to change the law</td>
<td>51%</td>
<td>21%</td>
<td>8%</td>
</tr>
<tr>
<td>A campaign to improve children's understanding of international development</td>
<td>48%</td>
<td>13%</td>
<td>23%</td>
</tr>
<tr>
<td>A director managing several medical research projects</td>
<td>24%</td>
<td>53%</td>
<td>8%</td>
</tr>
<tr>
<td>A magazine giving members information about the charity</td>
<td>14%</td>
<td>34%</td>
<td>15%</td>
</tr>
<tr>
<td>Producing and distributing information materials</td>
<td>13%</td>
<td>27%</td>
<td>10%</td>
</tr>
<tr>
<td>An advertising campaign</td>
<td>11%</td>
<td>49%</td>
<td>11%</td>
</tr>
<tr>
<td>A direct mail campaign</td>
<td>9%</td>
<td>49%</td>
<td>14%</td>
</tr>
<tr>
<td>A staff member who opens, processes and issues thank you letters for donations received</td>
<td>7%</td>
<td>69%</td>
<td>13%</td>
</tr>
<tr>
<td>A Charity's Head of Fundraising</td>
<td>6%</td>
<td>31%</td>
<td>13%</td>
</tr>
<tr>
<td>A charity's Chief Executive</td>
<td>5%</td>
<td>71%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Base: 1,212 adults 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2011, nfpSynergy
Which of the following are true or false?

Charities or nonprofit groups spend too much time lobbying and not enough directly helping people

-29% False
29% True

Base: All respondents (1,436), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Nov 2012, nfpSynergy
Donors would like to see the majority of a donation being spent on service provision.

- Helping those in need of their services: €59.08
- Trying to change the law to benefit those they help: €10.99
- Running the charity, training staff, etc: €10.31
- Raising more money in the future: €9.82
- Educating the public about the importance of the work they do: €9.79

“If you gave €100 to your favourite charity or non-profit group how would you like them to divide the money between the following activities”

Base: All respondents (1,408), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
Donating to change the law by demographic

“If you gave €100 to your favourite charity or non-profit group how would you like them to divide the money between the following activities”

Base: All respondents (1,408), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
Donating to change the law by charities supported

“If you gave €100 to your favourite charity or non-profit group how would you like them to divide the money between the following activities”

Base: All respondents (1,408), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
This time: How much is too much?

• How happy are the public with spending money on campaigning?

• What effect might taking part in campaigning have on donors?

• Do they recognise it when they see it?

• What are the public's priorities when it comes to protecting rights?
“If charity or non-profit group that you gave money to asked you to participate in a campaigning activity such as signing a petition, which of the following statements do you think would match you the most closely:”

- It probably wouldn’t affect how much money I gave them in future
- I would probably give them more money in future
- I would probably give them less money in future
- Don’t know

Base: All respondents (1,408), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
If charity or non-profit group that you gave money to asked you to participate in a campaigning activity such as signing a petition, which of the following statements do you think would match you the most closely:

- Increasing donations by supporters
- Base: All respondents (1,408), 16+, Republic of Ireland
- Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
This time: How much is too much?

• How happy are the public with spending money on campaigning?

• What effect might taking part in campaigning have on donors?

• Do they recognise it when they see it?

• What are the publics priorities when it comes to protecting rights?
Public find it difficult to distinguish between awareness raising and campaigning

“Looking at each of these billboards, what do you think its main purpose is?”

Base: All respondents (1,408), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
Supporters aren’t much better

“Looking at each of these billboards, what do you think its main purpose is?”

Base: All respondents (1,408), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
This time: How much is too much?

• How happy are the public with spending money on campaigning?

• What effect might taking part in campaigning have on donors?

• Do they recognise it when they see it?

• What are the public's priorities when it comes to protecting rights?
The public believe too much is done to protect asylum seekers and refugees, religious groups and migrants

“Please indicate whether you think Ireland does too much, too little, or just enough to protect the rights of the following groups”

Base: All respondents (1,408), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
Most people think that too little is done to help those with mental health problems

<table>
<thead>
<tr>
<th>Group</th>
<th>Too little</th>
<th>Just enough</th>
<th>Too much</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployed people</td>
<td>-59%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Animals</td>
<td>-42%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>-42%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>People living in rural areas</td>
<td>-47%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Children &amp; young people</td>
<td>-62%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Older people</td>
<td>-69%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Homeless people</td>
<td>-71%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>People with a disability</td>
<td>-63%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>People with mental health issues</td>
<td>-71%</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

“Please indicate whether you think Ireland does too much, too little, or just enough to protect the rights of the following groups”

Base: All respondents (1,408), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
Balance of priorities compared to UK

Too little

Religious groups
-14% Ireland, 12% UK

Asylum seekers and refugees
-22% Ireland, 27% UK

Prisoners and ex-prisoners
-25% Ireland, 11% UK

People from an ethnic minority group
-32% Ireland, 8% UK

Lesbian, Gay, Bisexual & Transgender people
-34% Ireland, 5% UK

Animals
-35% Ireland, -21% UK

Women
-35% Ireland, -32% UK

Children & young people
-58% Ireland, -25% UK

People with a disability
-60% Ireland, -22% UK

Older people
-65% Ireland, -14% UK

Too much

Religious groups
33% Ireland, 12% UK

Asylum seekers and refugees
27% Ireland, 48% UK

Prisoners and ex-prisoners
11% Ireland, 45% UK

People from an ethnic minority group
8% Ireland, 28% UK

Lesbian, Gay, Bisexual & Transgender people
-19% Ireland, 5% UK

Animals
-21% Ireland, 5% UK

Women
-32% Ireland, 5% UK

Children & young people
-25% Ireland, 5% UK

People with a disability
-22% Ireland, 5% UK

Older people
-14% Ireland, 5% UK

“Please indicate whether you think Ireland does too much, too little, or just enough to protect the rights of the following groups.”

Base: All respondents (1,408), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
Participating in campaigning often follows the same ranking in the UK...

- Cancer: 8%
- Environment and conservation: 5%
- Animals: 5%
- Children and young people: 4%
- Hospices: 3%
- Older people: 3%
- Health & medical (excluding cancer): 3%
- Disability: 3%
- Overseas aid and development: 3%
- Religious: 2%
- Rescue services: 2%
- Homelessness and other social welfare: 2%

“Have you taken any campaigning actions in the last year on behalf of charities working in the following areas?”

Base: 1,000 adults 16+, Britain.
Source: Charity Awareness Monitor, Mar 11, nfpSynergy
## Attitudes to immigration across Europe

<table>
<thead>
<tr>
<th>Country</th>
<th>2003</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>Poland</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>Ireland (2007)</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Norway</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>Switzerland</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>Slovenia</td>
<td>54%</td>
<td>53%</td>
</tr>
<tr>
<td>Belgium</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>Spain</td>
<td></td>
<td>46%</td>
</tr>
<tr>
<td>Denmark</td>
<td></td>
<td></td>
</tr>
<tr>
<td>France</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portugal</td>
<td></td>
<td></td>
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<tr>
<td>Czech Rep</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Israel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finland</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hungary</td>
<td></td>
<td>17%</td>
</tr>
</tbody>
</table>

“To what extent do you think (country) should allow people from the poorer countries outside Europe to come and live here?”

Allow many or some

Source: European Social Survey/nVision
Base: 2,000 face-to-face respondents per country aged 15+, 2011
Attitudes to homosexuality internationally

"Gay men and lesbians should be free to live their own life as they wish" | % who agree or strongly agree

Source: European Social Survey/nVision
Base: 2,000 face-to-face respondents per country aged 15+, 2011
## Public concerns by sector – summary table

<table>
<thead>
<tr>
<th>Sector</th>
<th>Issue of greatest concern</th>
<th>% “Extremely Concerned”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children and Young People</td>
<td>Youth Suicide</td>
<td>55%</td>
</tr>
<tr>
<td>Homelessness and Social Welfare</td>
<td>Cost of energy and budgeting for fuel consumption</td>
<td>41%</td>
</tr>
<tr>
<td>Health or Disability/Sensory Impairment</td>
<td>Support services for terminal illness</td>
<td>37%</td>
</tr>
<tr>
<td>Charities</td>
<td>How your donation is spent</td>
<td>36%</td>
</tr>
<tr>
<td>Overseas Aid and Development</td>
<td>Not enough accountability for money spent overseas</td>
<td>35%</td>
</tr>
</tbody>
</table>
Public concerns

Children and Young People

“Thinking about the following issues related to _____________, please state how concerned you are about them.”

- Youth Suicide
- Child protection
- Child poverty
- Children and homelessness
- Youth Mental Health
- Lack of complimentary support services for children with cancer / serious illness
- The future of young people in Ireland
- Youth Unemployment
- The extent to which young people have access to an environment which supports their mental health and well being
- Support services for children recovering from illness
- Educational disadvantage
- The extent to which young people are given the support and encouragement they need to help them live their best possible lives
- Youth Disillusionment
- One fifth of children are overweight or obese in Ireland
- Young adults leaving state care
- Potential cutbacks to PE classes in schools

Base: All respondents (1,408), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
## Public concerns
### Overseas Aid and Development

<table>
<thead>
<tr>
<th>Issue</th>
<th>Extremely concerned</th>
<th>Very concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough accountability for money spent overseas</td>
<td>35%</td>
<td>25%</td>
</tr>
<tr>
<td>Women are more at risk from rape and domestic violence than from</td>
<td>35%</td>
<td>25%</td>
</tr>
<tr>
<td>cancer, car accidents, war and malaria</td>
<td>35%</td>
<td>24%</td>
</tr>
<tr>
<td>That enough income raised for emergencies overseas is going directly</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>to the cause (i.e. the emergency) rather than being spent on</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>administration</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>That governments are not doing enough to make big companies pay tax</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>in poor countries to help those countries lift themselves out of</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>poverty</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>Inequality of wealth distribution</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Lack of access to education</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Stunted growth, due to malnutrition, among children in developing</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>countries</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>People being removed from their land</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>That governments and business are not doing enough to combat the</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>impact of changing weather patterns on food production in developing</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>Emergencies overseas (e.g. famines, floods, earthquakes etc.)</td>
<td>20%</td>
<td>29%</td>
</tr>
<tr>
<td>Homelessness within developing countries</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>Too many resources being sent overseas</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Urban poverty</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>Lack of education for young people in Sub-Saharan African countries</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>Ongoing cuts by the Government to the Overseas Aid budget</td>
<td>13%</td>
<td>18%</td>
</tr>
</tbody>
</table>

“Thinking about the following issues related to ________________, please state how concerned you are about them.”

Base: All respondents (1,408), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
### Public concerns

**Homelessness and Social Welfare**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Extremely concerned</th>
<th>Very concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of energy and budgeting for fuel consumption</td>
<td>41%</td>
<td>27%</td>
</tr>
<tr>
<td>The impact of child poverty on their long term development and on wider Irish society</td>
<td>37%</td>
<td>29%</td>
</tr>
<tr>
<td>The increase in the number of people becoming homeless</td>
<td>35%</td>
<td>31%</td>
</tr>
<tr>
<td>The effects of homelessness on people’s health</td>
<td>35%</td>
<td>29%</td>
</tr>
<tr>
<td>Cost of back to school and ongoing school costs, both in primary and secondary level;</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td>Being at risk of becoming homeless because of difficulties in fulfilling payments/mortgages</td>
<td>32%</td>
<td>23%</td>
</tr>
<tr>
<td>Fear of losing your own home</td>
<td>29%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Thinking about the following issues related to _____________, please state how concerned you are about them.

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**Base:** All respondents (1,408), 16+, Republic of Ireland

**Source:** Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy

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![nfpSynergy Logo](image)
Public concerns
Health or Disability/Sensory Impairment

Support services for terminal illness
- Extremely concerned: 37%
- Very concerned: 31%

Sudden cardiac death in young people
- Extremely concerned: 36%
- Very concerned: 27%

Support services for chronic illness
- Extremely concerned: 34%
- Very concerned: 32%

Psychological effects of serious illness
- Extremely concerned: 33%
- Very concerned: 28%

The lack of rehabilitation services for people under the age of 65 after they have had a stroke and sudden cardiac death in young people
- Extremely concerned: 31%
- Very concerned: 31%

Lasting effects of illness
- Extremely concerned: 31%
- Very concerned: 30%

Bereavement support
- Extremely concerned: 23%
- Very concerned: 28%

"Thinking about the following issues related to ________________, please state how concerned you are about them."

Base: All respondents (1,408), 16+, Republic of Ireland
Source: Irish Charity Engagement Monitor, Apr/May 2013, nfpSynergy
Conclusions

• The public think it is ok to spend money on campaigning – about 10%

• Stark differences exist between rights that the public think are being adequately protected
  o Some charities are likely to have a head start
  o Others look to be positively disadvantaged

• Target carefully – including your supporters
• With issues that resonate and avoid the risk of alienating
• Test language carefully