

## SIMPLE CAMPAIGN ACTIONS

Output indicator

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### Indicator Phrasing

**INDICATOR PHRASING:** Number of simple campaign, prayer or lifestyle actions taken as a response to your intervention and that of allies where you have played a catalytic role

### What is its purpose?

Demonstrates reach of campaigning through counting the number of simple campaign, prayer or lifestyle actions taken as a response to your intervention and that of allies where you have played a catalytic role. Depending on your context, actions could include: sending a postcard, sharing or retweeting a social media post, taking an online action, taking an easier lifestyle change action, a prayer action.

### How to Collect and Analyse the Required Data

Keep a tally using a database or a simple spreadsheet. If actions are online there may be online tools that can track numbers.

### Disaggregate by

This indicator is not usually disaggregated.

### Important Comments

This indicator counts the number of actions taken, not the number of individuals who take action. This means that one individual could take more than one simple campaign action; for instance, signing more than one petition. The main reason for counting actions, not individuals who take action, is that it tends to be much easier to count the actions taken, than to try and identify which individuals have taken more than one action and filter those out.