

IN-DEPTH CAMPAIGN ACTIONS

Output indicator

Indicator Phrasing

INDICATOR PHRASING: Number of in-depth 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 and depth of campaigning through counting the number of in-depth 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 that people: write to an elected government representative or government official, go on a march, volunteer at a campaign event, eat less meat, reduce food waste, fit a solar panel, speak in church, participate in social action or a justice group at their church. Participants opting in to events that you host, facilitate or speak at, including online.

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 for online data such as shares and retweets from relevant social media managers or allies, and numbers of participants at online events or seminars.

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 in-depth campaign action; for instance, attending more than one event. 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.