

## IN-DEPTH CAMPAIGN ACTIONS

Output indicator

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### 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?

Indicates reach and depth of campaigning and movement building 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, or start a community sustainability project. 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 numbers of participants at online events or seminars. In contexts where exact data is difficult to collect, you could estimate the total number of campaign actions by extrapolating from 'spot checks' or from information that is more easily obtained. For example, if you encouraged a church congregation of 100 people to take a lifestyle action, then it may be reasonable to assume that at least 10% of people would have gone on to take at least one lifestyle action. You could therefore count 10 actions, without having to verify this with each person attending. Another option would be to ask for a show of hands at the end of the service and count the number of people pledging to take a particular action, and then assume that at least half the people would go on to do that action. So if 30 people say they will make a particular lifestyle change (for example, eat less meat), you can assume that at least 15 people go on to do so, and count 15 in-depth actions. (Note that these percentages are just examples; you will need to come up with your own estimates based on what is reasonable in your context.)

### 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.

This indicator does not count the number of actions you, your partners and allies take - rather, it counts the number of actions that other people took in response to your activities. It also does not simply count the number of people you communicated to as part of your campaign, but only the number of actions that those people went on to do. For example, if you speak at a church with 100 people attending, you cannot count this as 100 actions unless those people actually took an action in response. (As noted above, where it is not possible to count such follow up actions, you can provide a reasonable estimate.) If, as a result of the service, 20 people start attending a social justice group, then that counts as 20 in-depth actions. If those same 20 people also each write to their local government, that counts as a further 20 in-depth actions, so 40 in total. (As noted above, if one person takes two separate in-depth actions, that counts as 2 in-depth actions even though they were done by one individual.)