

Using insight to effectively engage MPs

What do MPs really think about charities and how this should inform your work?

Tim Harrison-Byrne



- I. **How MPs perceive charities - 'Honest Brokers', 'Critical Friends' or a nuisance?**
- II. **Which tactics work best?
Tailoring your approach**
- III. **Q+A and discussion**

Agenda

01

**‘Honest Brokers’
or ‘Critical
Friends’? How MPs
perceive charities**



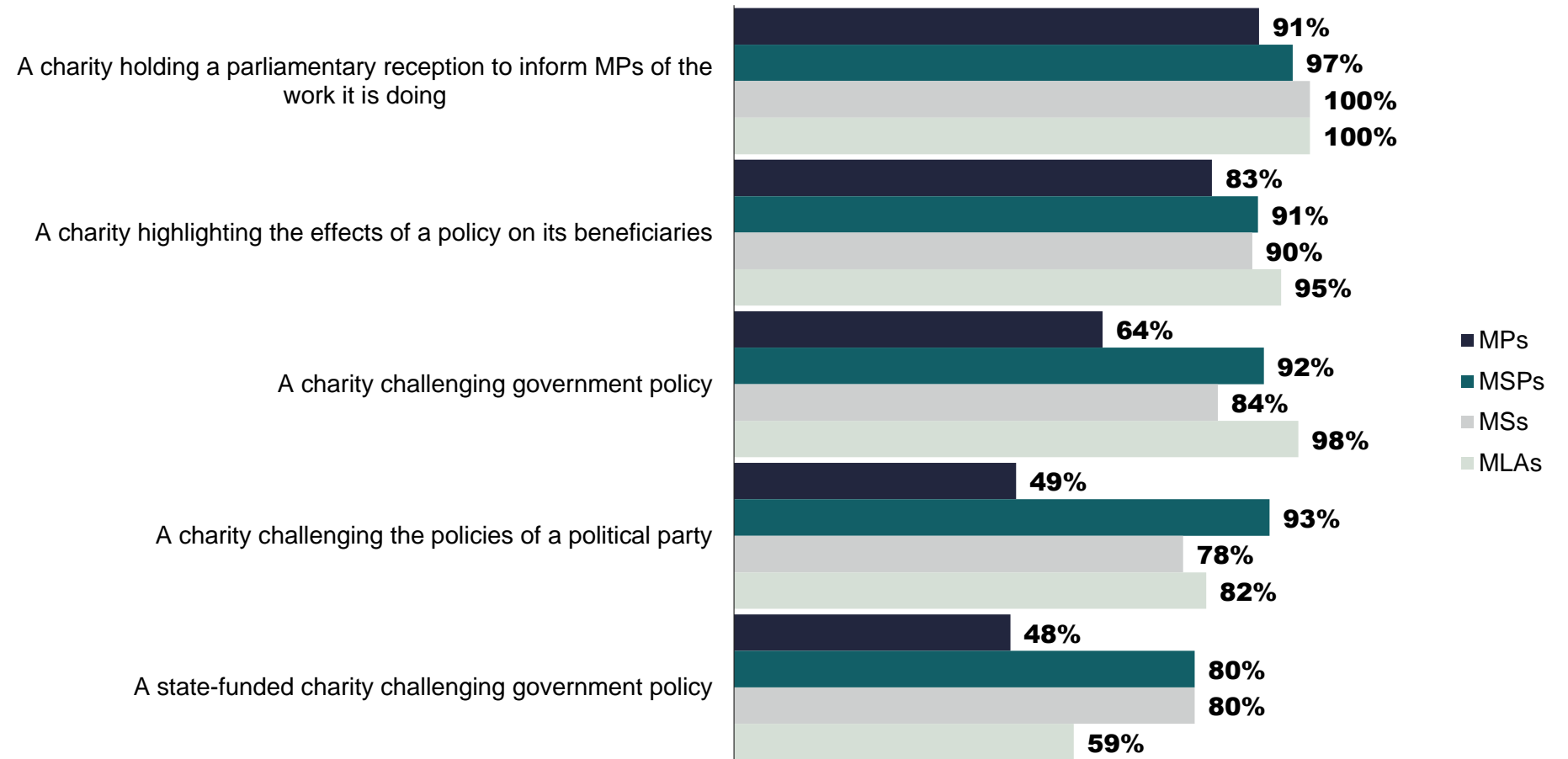
"We are a recognised source of authoritative information so [MPs] can stand up in the commons and say X, Y or Z statistic and know that it won't blow up in their face - they know it's scientifically rigorous."

"If the government is, for example, aiming to legislate they obviously want to do so in a way that solves more problems than it creates – often NGOs are the best places to go to find out how that's going to happen. And I think there's a recognition across parliament, in the Commons and the Lords, that that is the case."

**Charity Public Affairs professionals,
Effective campaigning report, nfpResearch**

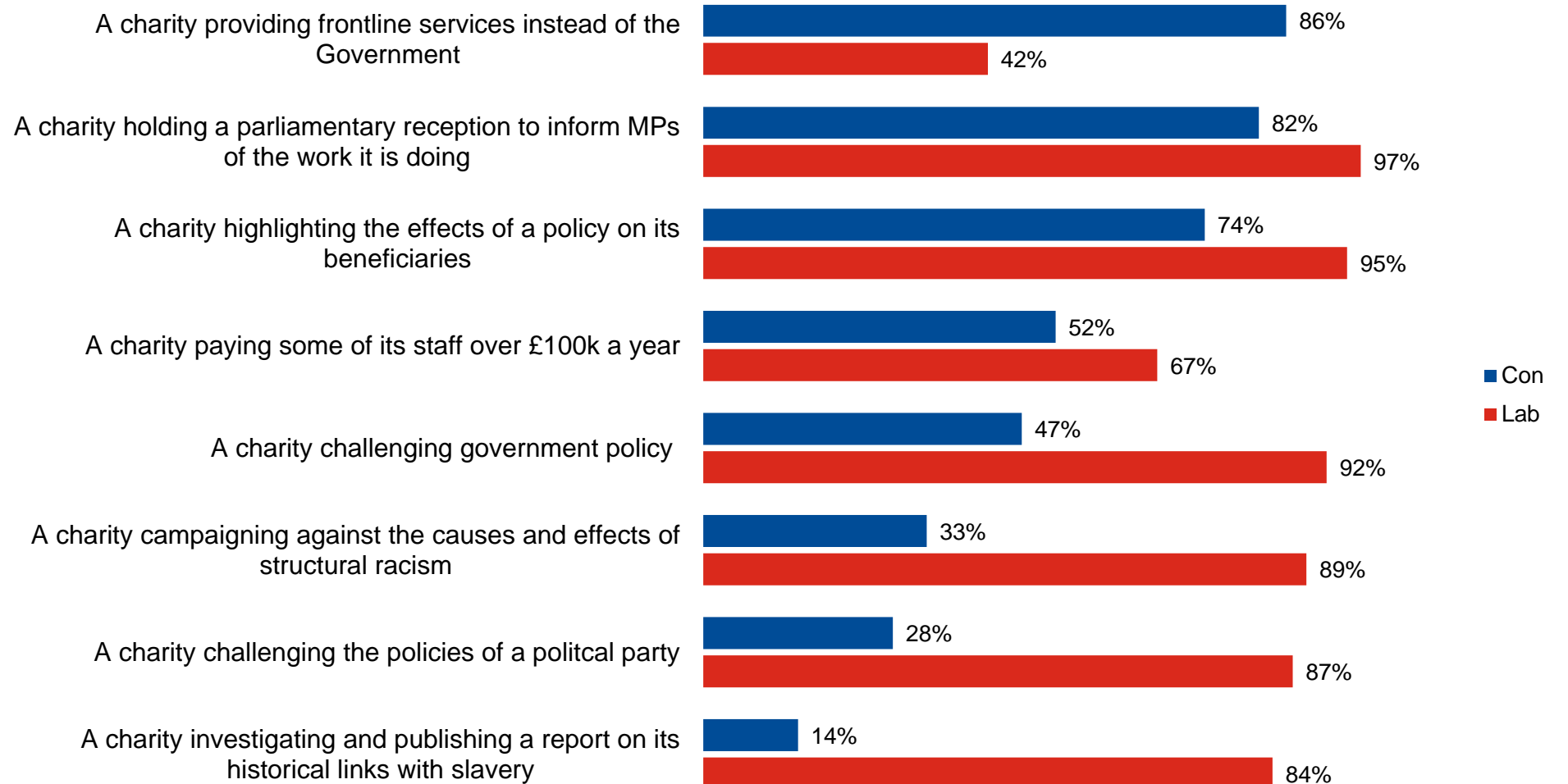
Westminster is not the easiest place for charities to work....

“Please rate how acceptable or unacceptable you find each of the below actions.”
Definitely + somewhat acceptable combined



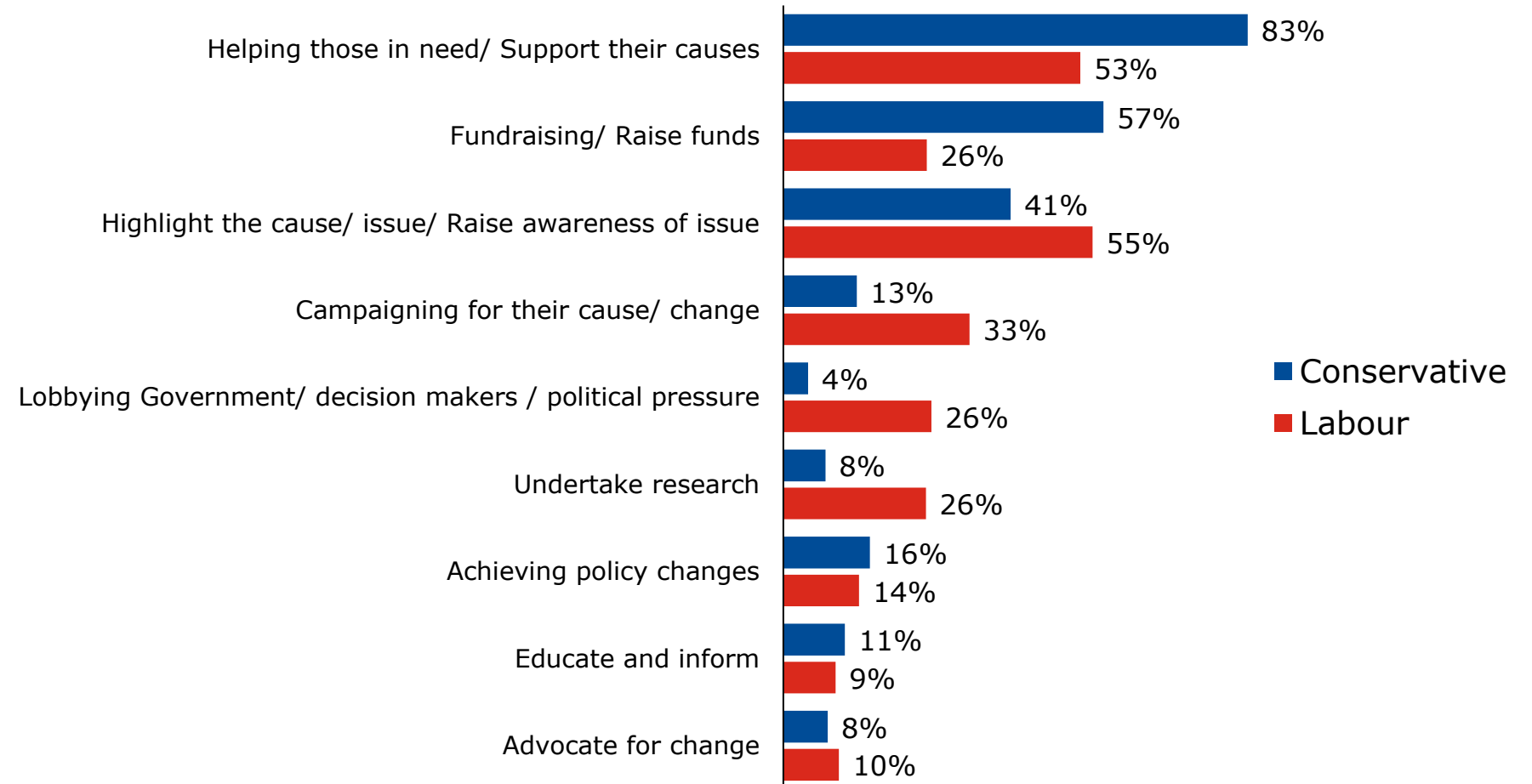
There are big differences between the parties on what it is acceptable for charities to do

“Please rate how acceptable or unacceptable you find each of the below actions.”
Prompted question, Definitely acceptable and somewhat acceptable combined, ranked by Conservatives



Helping those in need is vital for conservative MPs – make sure you clearly communicate this

“What do you consider to be the three main roles of charities?” Unprompted question, ranked by total

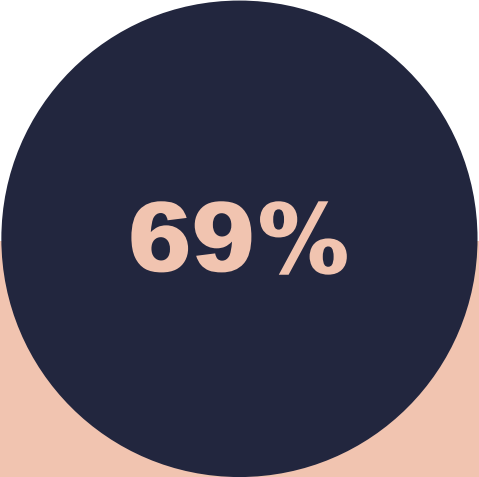


02

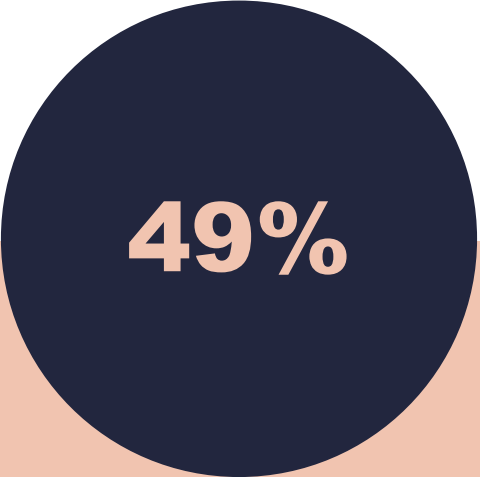
Which tactics work best

Tailoring your approach

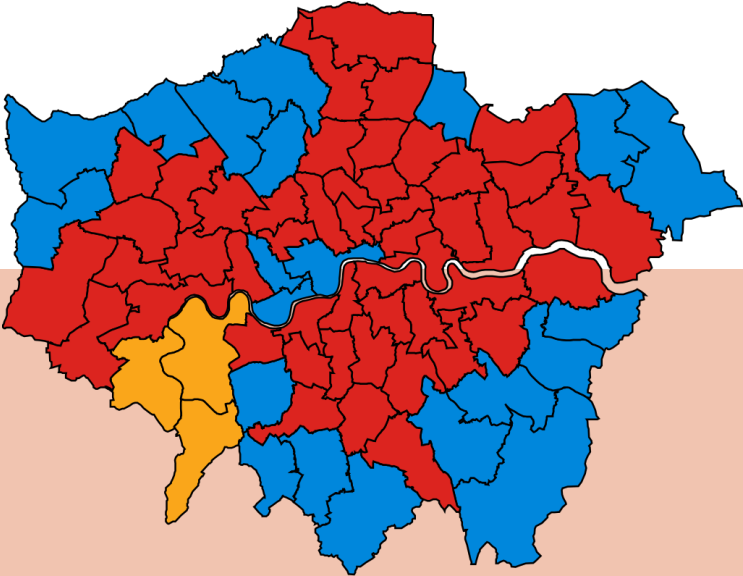
Average campaign awareness over last 5 years



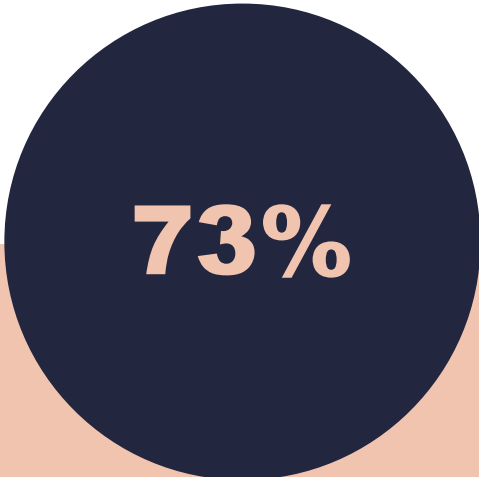
Labour average awareness of charity campaigns



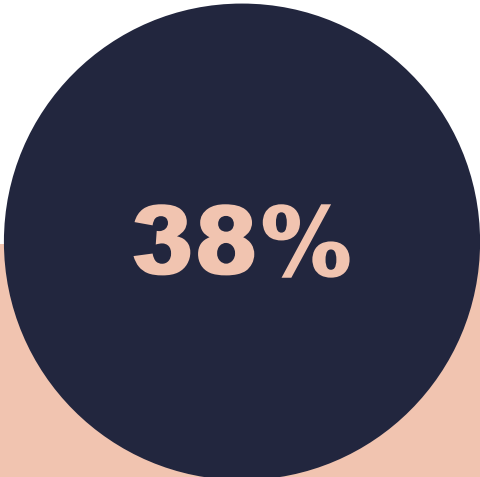
Conservative average awareness of charity campaigns



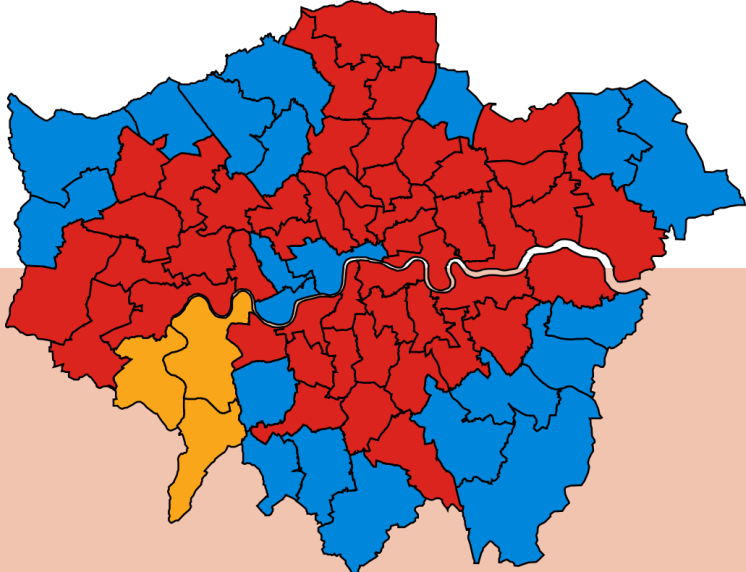
Average campaign support over last 5 years



Labour average support of charity campaigns



Conservative average support of charity campaigns



Campaigning tactics

**Cross
party
support**

“It is where we see the most success; not from one party owning an issue, or weaponising it...but working collectively and constructively to understand an issue and make change”

**Engage
constituents**

“If enough of their constituents care about it, they’re going to do something about it or at least acknowledge its existence.”

**Lived
experience**

“You can disagree with a policy but it’s very hard to disagree or deny someone’s lived experience”



“I prefer it when charities contact me about something they are doing at a local level but link it back up to a national campaign. It makes it more relevant to me - I have competing demands on my time so if something is tailored to my constituency it gets noticed.”

Labour MP

Campaigning tactics

Think long term

“You don’t see the wins straight away and I think there’s always a battle to tell [stakeholders], particularly members of the senior team like directors and CEOs, how long campaigning takes... We have to remind people that campaigns and change are slow.”

Build close relationships

“Is it actually [about getting] 5 really key MPs that know exactly what they’re talking about in a room with a minister – is that going to be more influential?”

Get Marcus Rashford

A campaign that made the Government U-turn



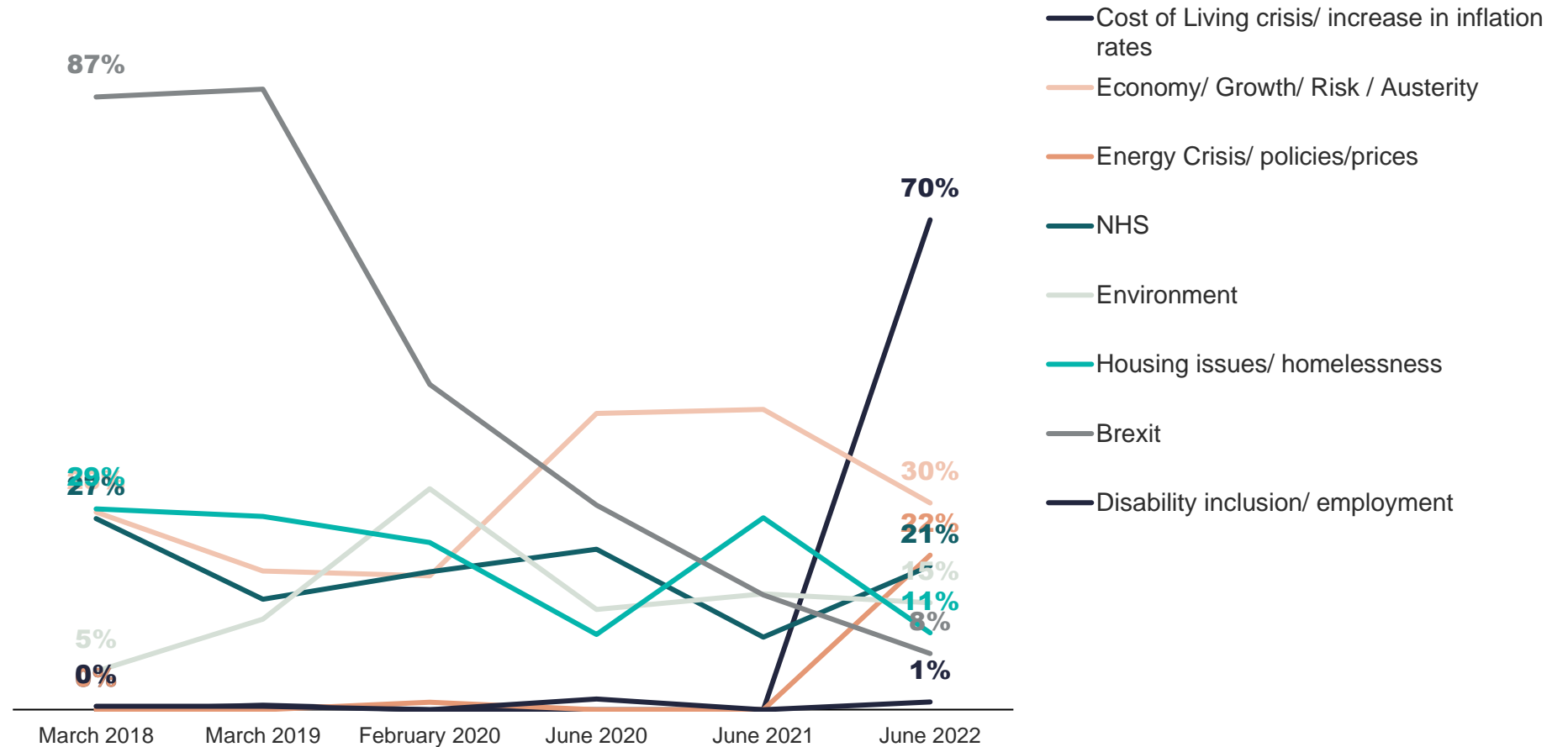
“It’s very rare to find somebody who’s going to speak from lived experience and be completely unapologetic about the challenges that he’s prepared to make to government on the basis of that lived experience.”



Context changes what MPs are working on

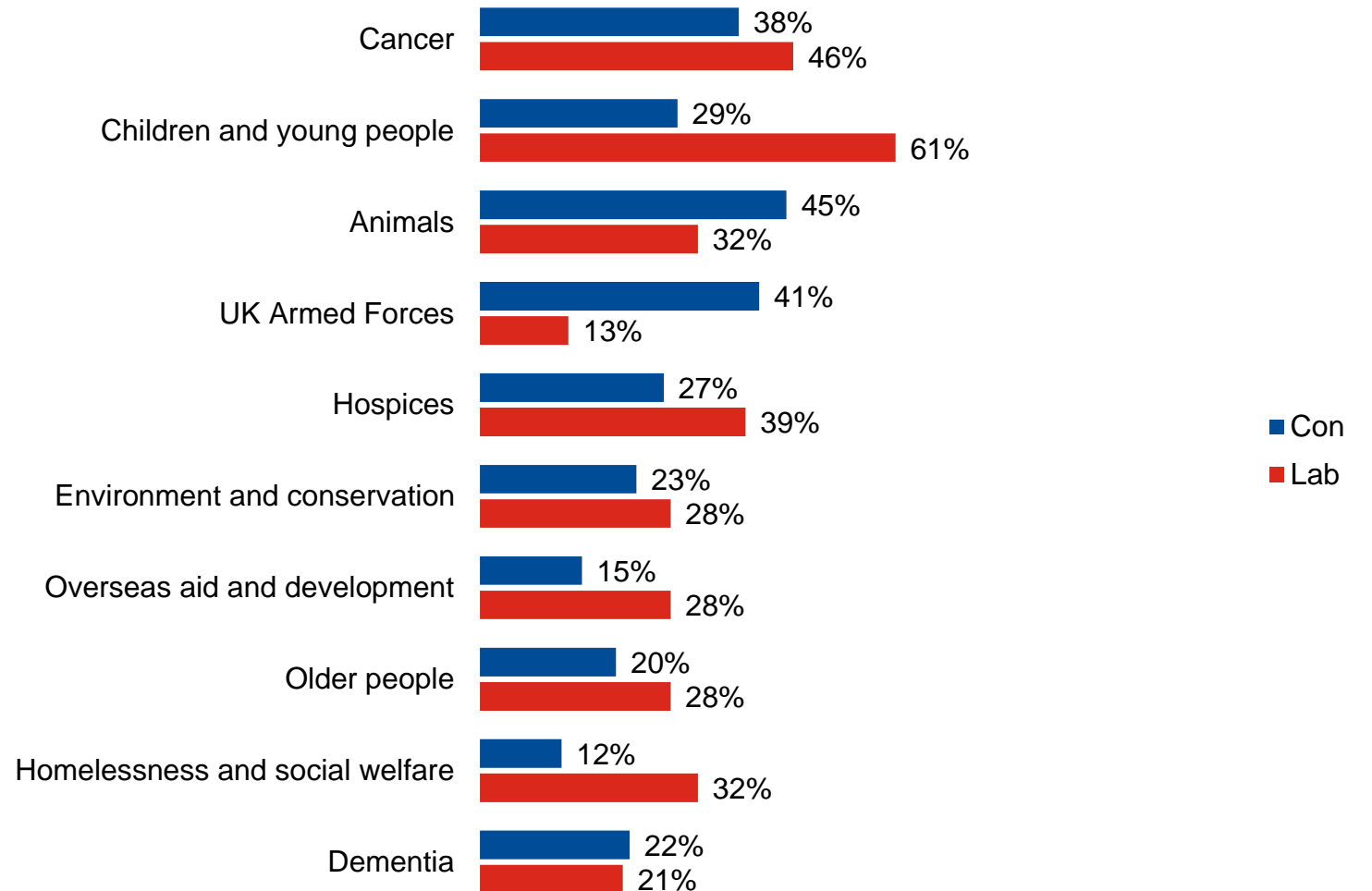
"Which issues do you think will be at the top of your political agenda over the next 12 months? Please list up to four issues."

Unprompted question



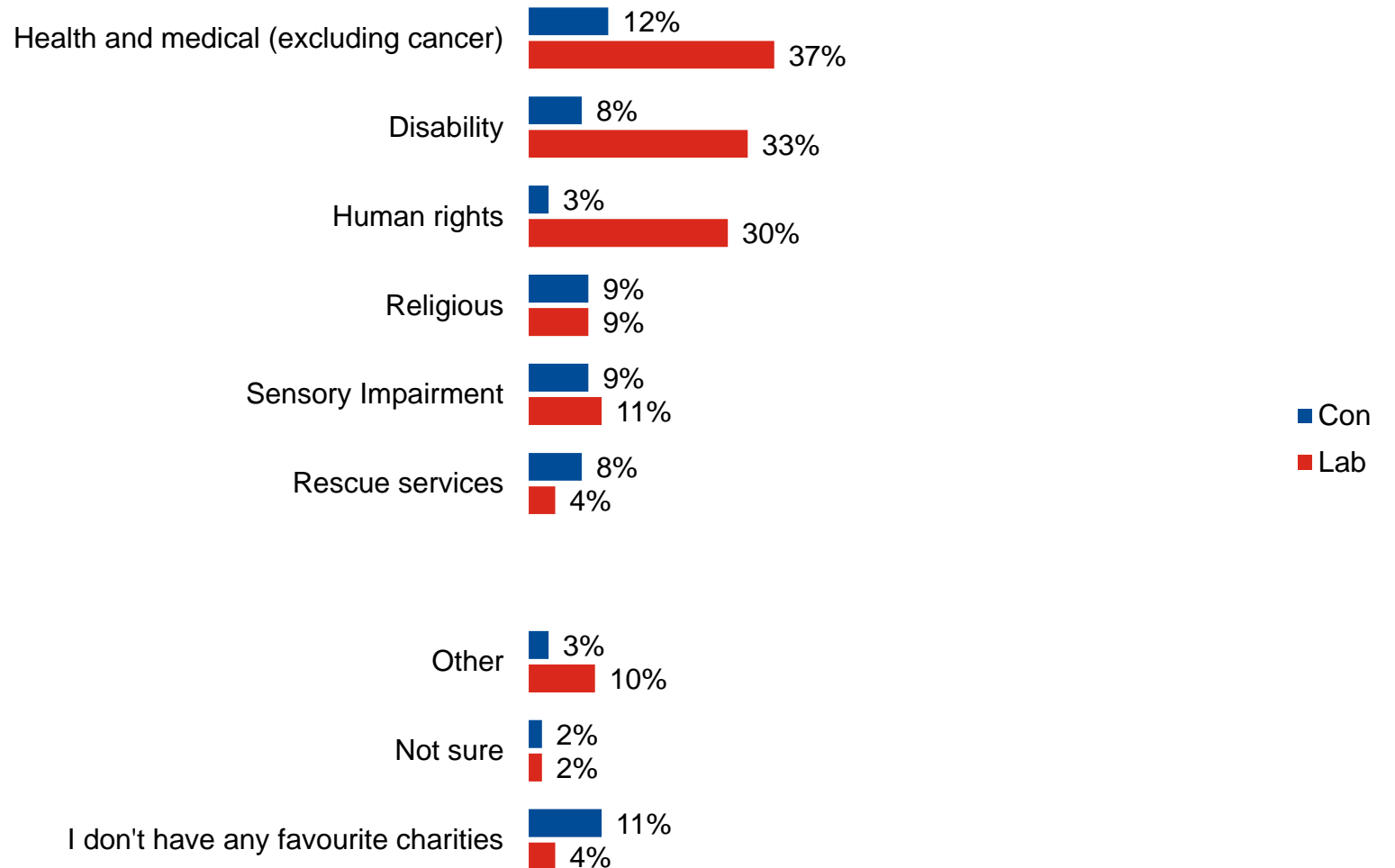
How popular is your cause with MPs?

“When you think about your favourite charities, which category do they fall into?”
Multiple response question
Ranked by Total



How popular is your cause with MPs?

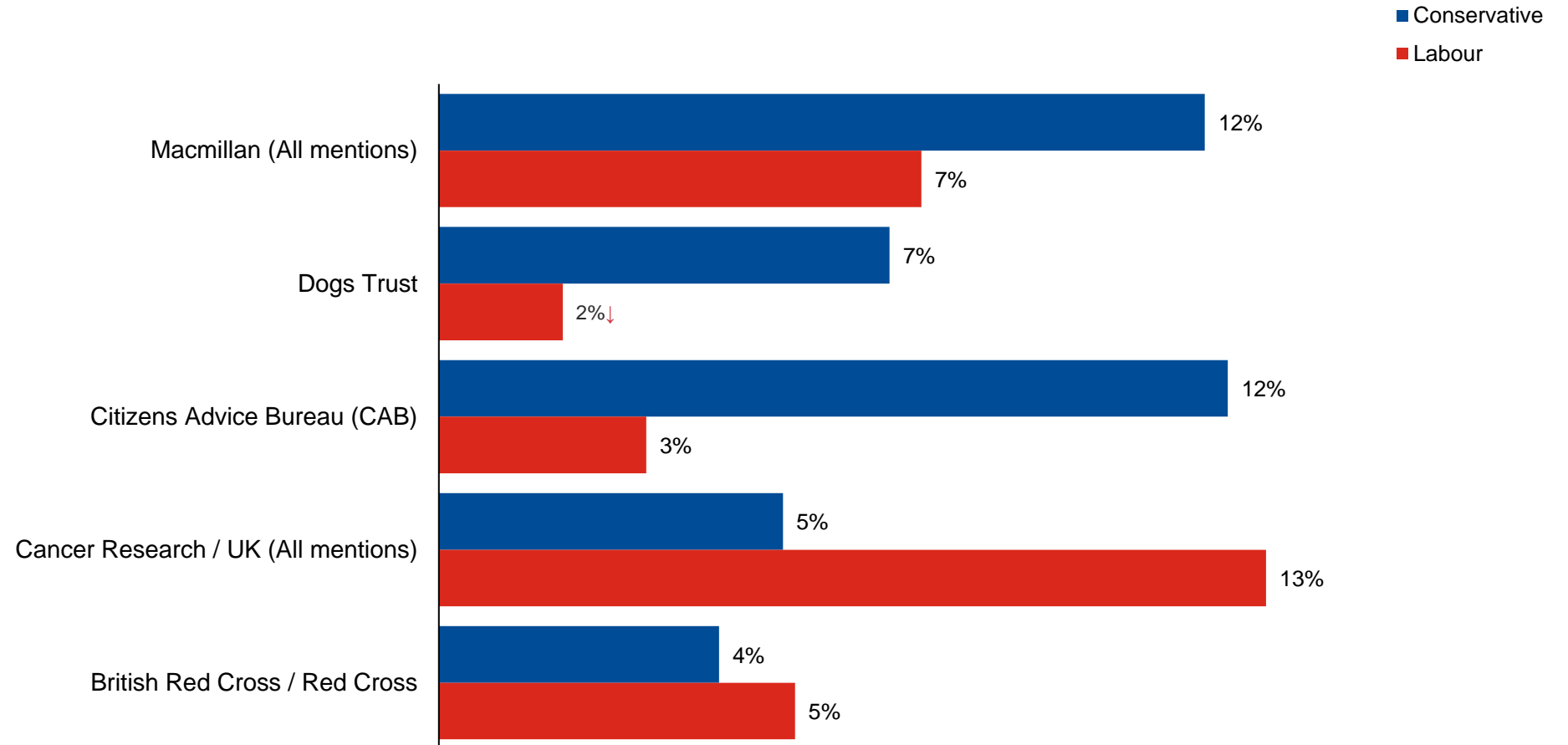
“When you think about your favourite charities, which category do they fall into?”
Multiple response question
Ranked by Total



Organisations mentioned by MPs as having impressed them

"Which charities, pressure groups, regulators or voluntary organisations have impressed you in the last six months, and why? Please list up to four charities, pressure groups, regulators or voluntary organisations that have impressed you."

Unprompted question





Praise for Citizens Advice

“Always on hand to assist my constituents.”

Conservative MP

“Local and National work on cost of living.”

Conservative MP

“Useful source of information on all issues concerning my constituents.”

Conservative MP

“Very helpful to my work as an MP.”

Conservative MP

“Increased support for local families.”

SNP MP

“Good policy papers and campaigns.”

Labour MP

03

Q+A and discussion

Q+A

1. What is your relationship like with MPs / political decision makers?
2. Are you clear in what your asking? Do you have the right approach?
3. How does your sector or the reputation of your organisation impact on your ability achieve change?

Thank you



2-6 Tenter Ground
Spitalfields
London E1 7NH

insight@nfpResearch.net
+44 (0)20 7426 8888

Registered office: 2-6 Tenter Ground Spitalfields
London E1 7NH. Registered in England No.
04387900. VAT Registration 839 8186 72