THE 2019 EUROPEAN ELECTIONS

A CAMPAIGN
EUROPE’S TORRID DECADE

SOME CONTEXT
RECENT CAMPAIGNS

SOME LESSONS
IT'S TOUGH OUT THERE

CAMPAIGN ENVIRONMENT

▸ Anti-establishment mood
▸ Distrust of institutions, experts, media
▸ Media fragmentation: filter bubbles, “fake news”, trolls and abuse
▸ Breakdown of traditional loyalties
▸ Susceptibility to simple messages
▸ Cynicism
SUCCESS FACTORS

▸ Strong emotive messaging
▸ Mobilise around a cause
▸ Build a community
▸ Marry data and action on the ground
▸ Know your audience
GROUND GAME
this time i’m voting
GROUND GAME - COMMUNITY MOBILISATION

- Volunteer database
- Targeted communications and calls to action
- Ladder of engagement
- Social media ambassadors
- Real world volunteers
European elections
23 - 26 May 2019

Get involved

Yes, this time I'm voting
Sign up and we'll be in touch with you about how to get involved online and in your local area.

Yes, I'm telling my friends
Use your unique link to ask everyone you know to get involved. We'll let you know when the first three have signed up.

Yes, I'll join the team
Be active online or in your local community.
Events near you

Together with the campaign office in your region, we are organising events before the European elections. Click on the map to see what is planned.

This time we’re not just asking you to participate, but to persuade others to vote too. Are you ready? Please tell us how.

Yes, I’ll join the team
86,081 SUPPORTERS
5,715 VOLUNTEERS
6.64% VOLUNTEERS
NEWSLETTER AND ACTIVATION

- Beating benchmarks
- Regular supporter news
- Volunteer newsletter
- Welcome meetings
- Third party content
- Third party action
Finding “gold”
Simona, Romania
Adam, Slovakia
“Imagine this in Slovakia”
Nora, Germany
VIP ENDORSEMENT

- PR signups
- Social media posts
- Videos
- Unsolicited!
Il maestro Bosso: «La nostra Unione?
Una fortuna da proteggere»

Il direttore d'orchestra firma il primo di una serie di contributi su stavoltavoto.eu, la piattaforma del Parlamento europeo creata in vista delle elezioni di maggio

di Alessandra Muglia
Odkar sem začela tekmovati za Slovenijo in živeti tukaj, so stvari postale lažje.
Ja volíť idem! A ty?
PARTNERSHIPS

- 7 MoUs (lots more in pipeline)
- Partner seminars
- “Corporate” TTIV membership
- Third party campaigns
- Third party events
- Digital partners
Go Vote
An die Europawahlkandidatinnen und Kandidaten: Der Kampf gegen Armut, soziale Ungleichheit und soziale Ausgrenzung muss Thema im #Europawahlkampf werden! #care4EU #Europawahl2019 #EU2019 #diesmalwähleich ... für ein soziales Europa!

We know ending poverty is possible

Caritas Europa @CaritasEuropa
We urge the 2019 candidates to the European Parliament to prioritise in their campaigns the fight against #poverty, inequalities and social exclusion. We know it is possible, now we want to see it happen. Read our statement...
TOOLS

- Leistungsbilanz
- Data sharing
- EE19 Website
- “Corporate” TTIV membership
- Third party campaigns
- Download centre
WHAT HAS THE EU DONE FOR ME?

- Online in-house
- Public next week
- Tajani launch 14 November
PHASING 2018-19

▸ September - November 2018: “Delivery Phase”
▸ November 2018 - March 2019: “Lead Candidate Phase”
▸ April - May 2019: “Go To Vote phase”
I'm in

THANKS

STEVE CLARK, DG COMMUNICATION
EUROP'COM
EUROPEAN PARLIAMENT
8 NOVEMBER 2018