

# european campaign playbook



the go-to source for pro-European  
communications and campaigning .

developed by, and for, a community  
of professionals who, just like you,  
care about Europe.



# Digital communication & campaigning

NOTES:

GDPR

ONLINE ADS

DISINFO

DIGITAL  
TECHNOLOGY

who  
is writing the  
playbook

call me  
crazy,  
but...





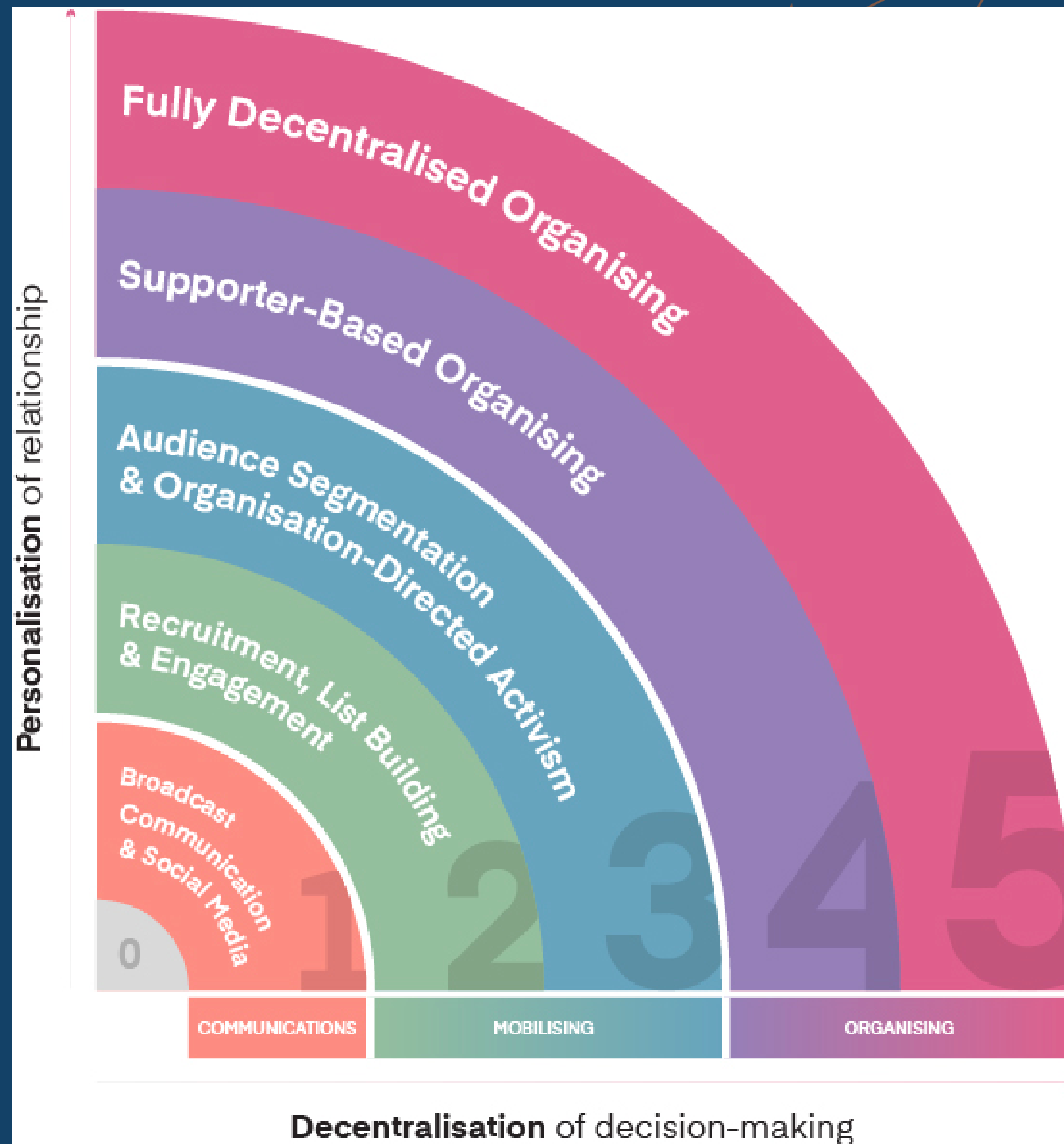


I like the  
campaigns that  
work



# change your comms framework

Source: The Five-  
Part Framework  
for Digital  
Organising, by  
Tectonica

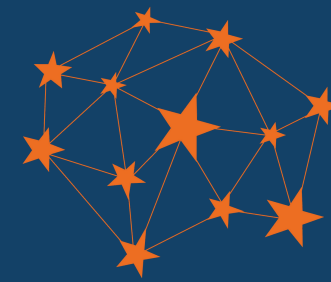


simplicity

goal-driven

on and offline





# Led By Donkeys

Become a Supporter

Please follow us on [Twitter](#), [Facebook](#) or [Instagram](#) to see our work.

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**Led By Donkeys**   
@ByDonkeys

Happy 100th birthday to WW2 veteran Brigadier Stephen Goodall, who spoke so movingly from the White Cliffs of Dover on the day we left the EU







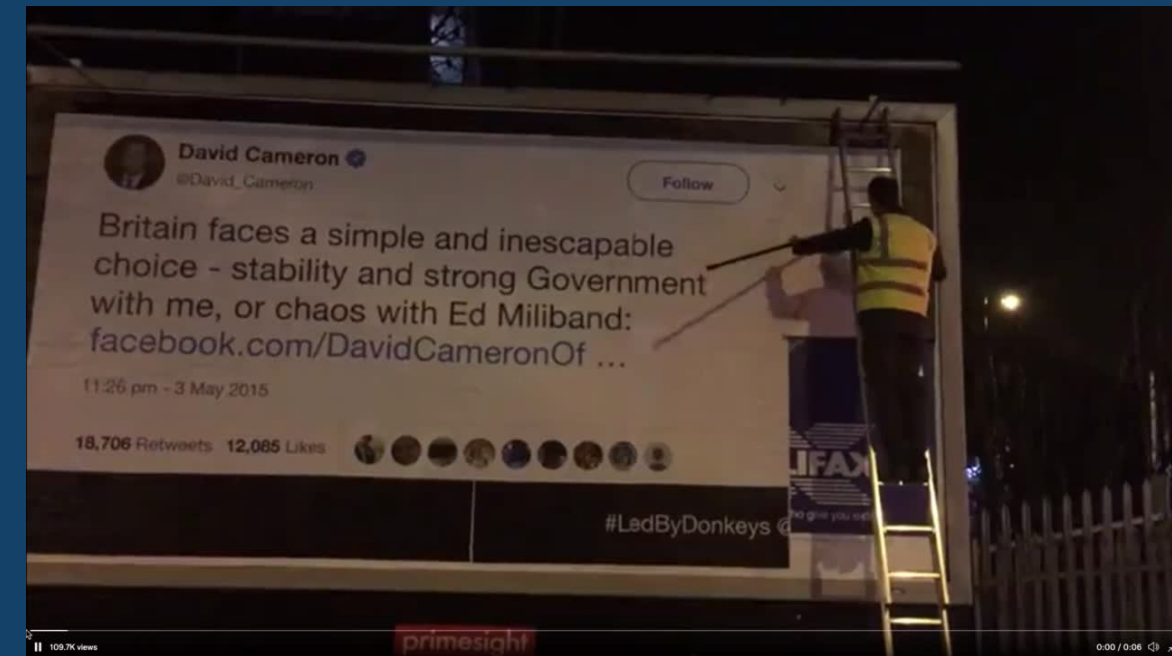
3.8M views0:20 / 2:11

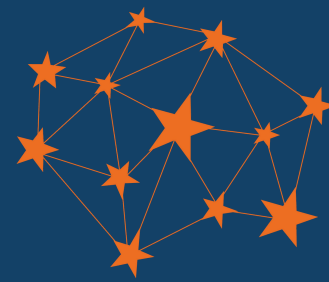
From **Led By Donkeys** 

11:21 AM · Jun 18, 2022 · Twitter for iPhone

1,288 Retweets73 Quote Tweets4,453 Likes







 charity: water

[WHY WATER?](#)

[OUR WORK](#)

[ABOUT US](#)

[GET INVOLVED](#)

[DONATE](#)

[SIGN IN](#)

## Help bring clean and safe water to every person on the planet.

The water crisis is massive. But together, we can solve it. Private donors cover our operating costs so whether you choose to join us by giving once or through The Spring, our community of monthly givers, know that 100% of your generosity will bring clean water to families around the world.

GIVE ONCE

MONTHLY

Choose an amount to give per month

\$10 USD/mo

\$20 USD/mo

**\$40 USD/mo**

\$100 USD/mo

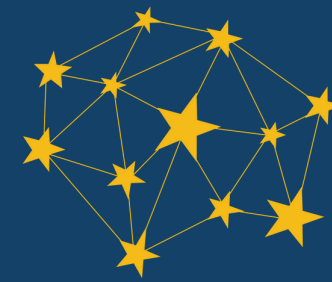
Other amount

**DONATE MONTHLY**

Your **\$40.00** monthly donation can give 12 people clean water every year. 100% funds water projects.

 Secure Payment - This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.





## Our Work

771 million people lack basic access to clean and safe drinking water. We've been on a mission to end the water crisis since 2006, and with the help of generous supporters like you, we're getting closer every day.



91,414

Water projects funded



14,762,215

People will be served



29

Countries





**3K+**  
volunteers

**1.8M+**  
votes in support of  
same-sex marriage

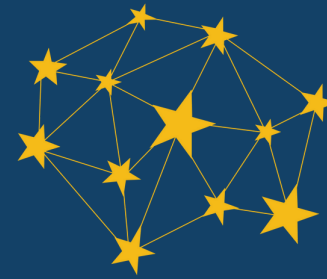
**60K**  
campaign flags  
distributed



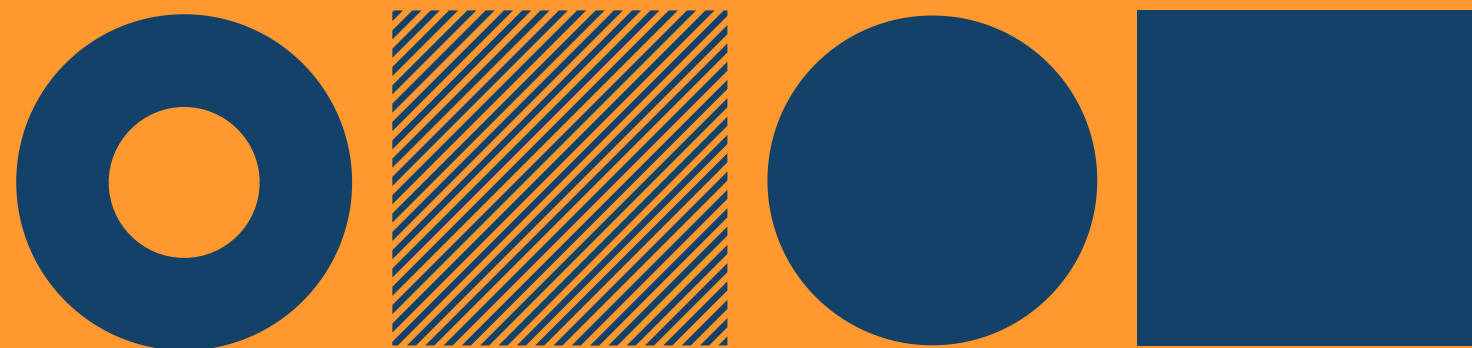


World map showing the distribution of COVID-19 cases by country. The map uses orange circles of varying sizes to represent the number of cases. The largest circles are in the United States (14), Germany (17), and the United Kingdom (7). Other countries with significant case counts include Italy (3), France (2), Spain (2), Turkey (3), Iran (3), and India (2). Smaller circles are visible in Canada, Mexico, Brazil, and Australia. The map includes labels for major oceans (Arctic, North Atlantic, South Atlantic, Indian, Pacific) and numerous countries. A Google logo and map controls are visible in the bottom left corner.



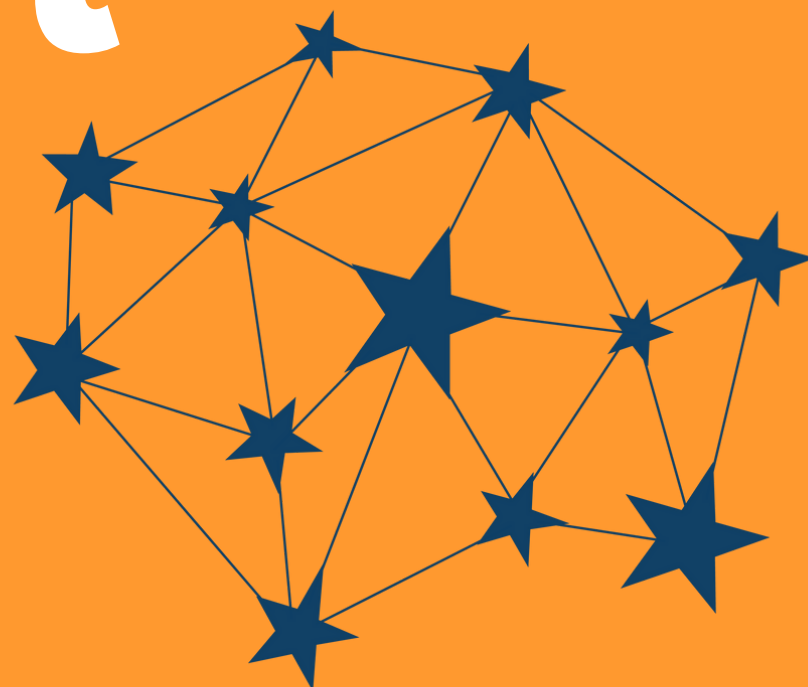






# let's have a chat

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schedule a call on [my Calendly page](#)

