



THE STATUS QUO

FOR PARTNERS

JOINING A DIGITAL CAMPAIGN COALITION

WHAT IT MEANS • HOW IT WORKS • WHAT'S IN IT FOR YOU

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WHY YOU'RE HERE

You've been invited to join a digital campaign coalition. You may be wondering:

What is a digital campaign?

What does joining actually involve?

What's the benefit for my organisation?

This short overview answers those questions.

WHAT IS A DIGITAL CAMPAIGN?

Using digital tools to mobilise people for real-world change

Examples:

- Online petitions to decision-makers
- “Email / message to target” actions
- Public mobilisation around policy demands
- Turning online actions into offline pressure

Digital campaigning works alongside:

- Advocacy & policy work
- Research
- Media & communications
- Grassroots organising & mobilisation

WHAT DIGITAL CAMPAIGNS CAN DO

Digital campaigns help to:

-  Amplify campaign demands, stories and research
-  Mobilise people to take concrete action
-  Support fundraising for campaigns and organisations
-  Build supporter community and shared power
-  Make complex policy issues accessible and relatable

Well-run digital campaigns are:

- Fast, measurable, scalable, and responsive
- Able to convert attention into real pressure on decision-makers

WHY SHOULD YOU JOIN A COALITION CAMPAIGN?

Campaigns are stronger when organisations act together

- More organisations = more reach and visibility
- More supporters = more pressure on targets
- Shared momentum builds credibility and urgency
- Collective action shows decision-makers the scale of support
- Variety of partners means wider reach and more legitimacy

WHAT'S IN IT FOR YOUR ORGANISATION?

Using digital tools to mobilise people for real-world change

Key benefits of joining a coalition campaign

-  Expanded reach and new audiences
-  Higher mobilisation numbers and visibility
-  Shared intelligence and expertise
-  Shared tools, technical capacity and resources
-  Collaboration across different strengths and geographies

Every organisation — large or small — brings value.

Every campaign benefits from more and varied partners.

SHARED TOOLS: WHAT IS PROCA?

Proca is a digital campaigning toolkit created by Fix The Status Quo exclusively for non-profits and civil society organisations.

Proca is specifically designed for coalition campaigns. It allows many organisations to work together towards a shared goal, while keeping full control over their supporter data and branding.

We power up petitions, mail to target campaigns, European consultations, and many more.

SHARED TOOLS: WHY USE PROCA?

A platform built specifically for coalition campaigns

- Multilingual (50+ languages)
- Flexible pricing and partner-friendly model
- Fast technical support
- Reliable shared action counter (no duplicate counting)
- Designed to enable distributed partnerships
- Each partner keeps full control over their data & branding

Pooling tools and resources for development allows coalitions to run more ambitious campaigns together.

WHAT DOES IT MEAN TO “JOIN A CAMPAIGN”?

You don't need:

- Digital campaigning experience
- Technical skills or an IT team
- A large supporter base

You do need:

- A website
- Some time to set up
- Willingness to promote the campaign to your audience

YOUR CAMPAIGN WIDGET

Each partner gets their own east-to-set-up campaign widget

The widget includes:

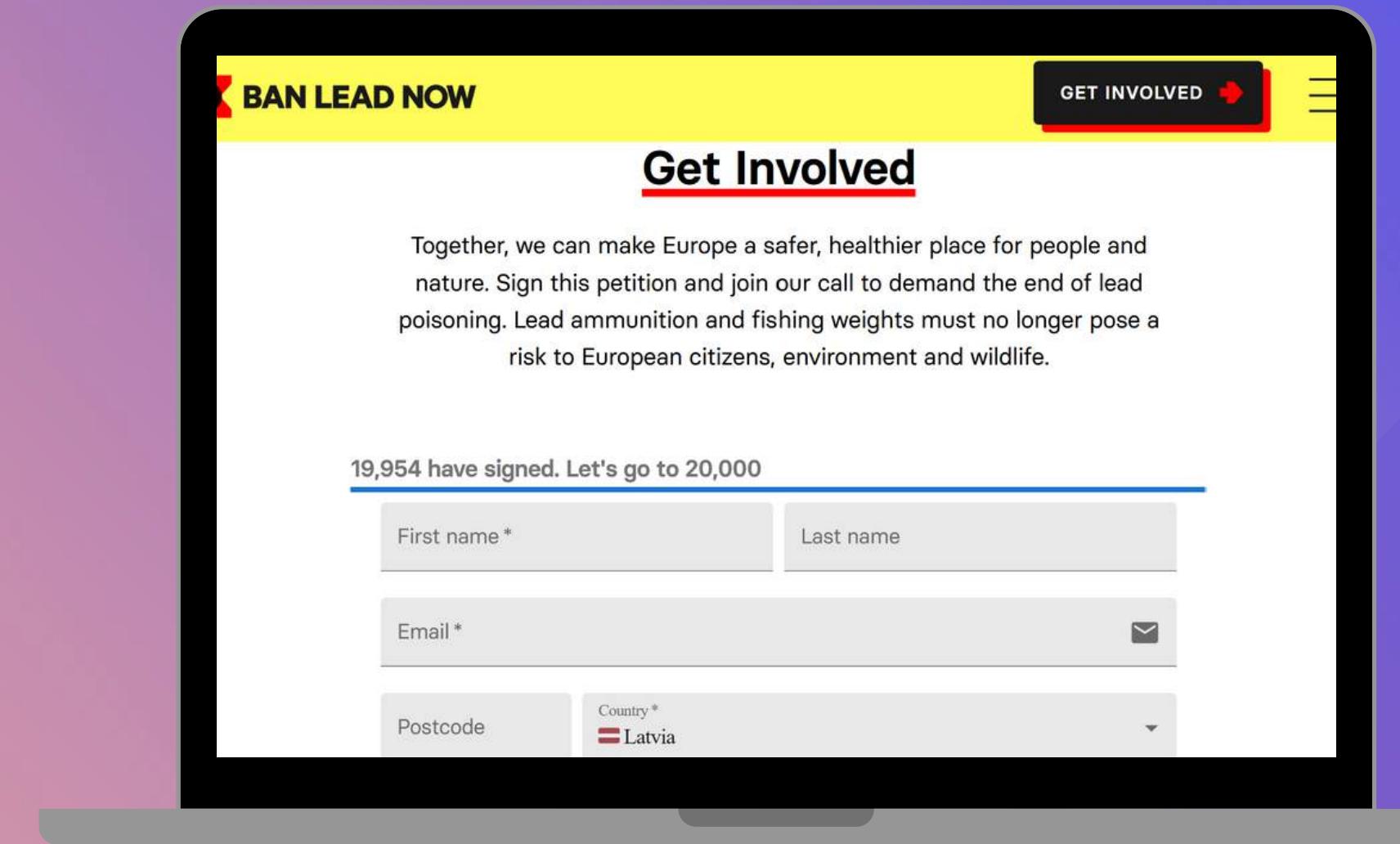
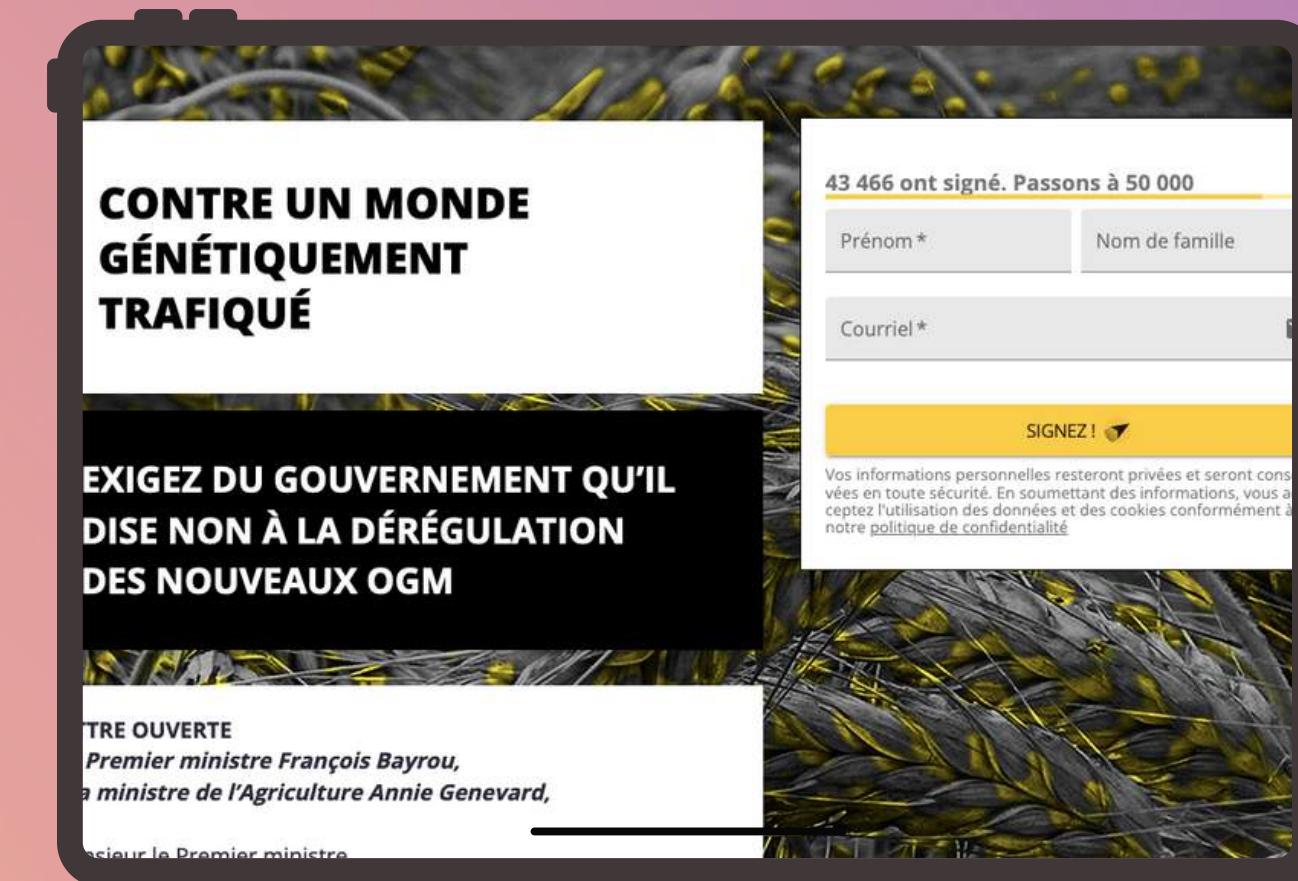
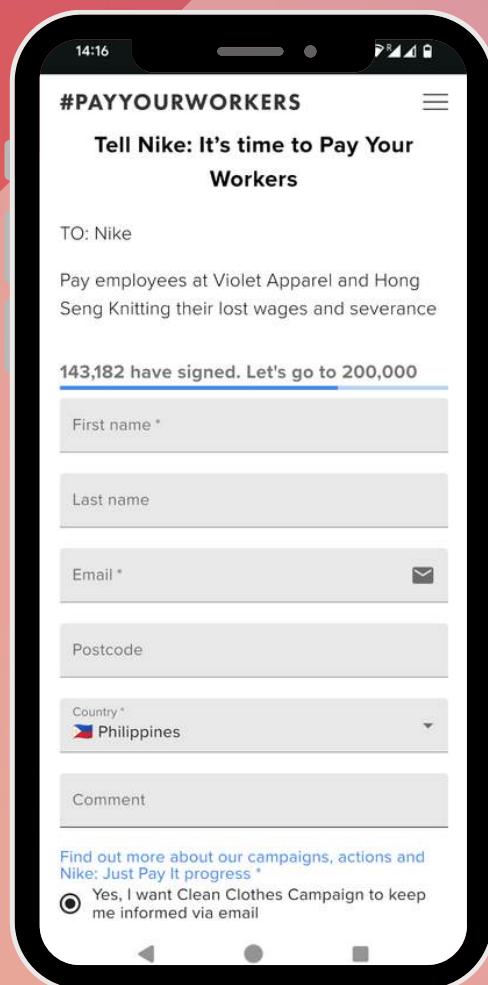
- A supporter action form (petition, email, etc.)
- A built-in sharing tool to grow mobilisation

Benefits:

- Easy to embed (like a YouTube video)
- Customisable branding, language and messaging
- All actions count toward a shared campaign total
- You keep full control of your supporter data

WHAT DOES IT LOOK LIKE?

The widget is designed to integrate smoothly with your website's look & feel, so it will look different for each partner and each campaign. Here are just a few examples.



HOW JOINING AS A PARTNER WORKS (STEP BY STEP)

1. Join the dashboard – Receive an invite and create your Proca account
2. Create your widget – Branding, language and settings are up to you
3. Embed on your website – Copy-paste HTML snippet
4. Test before launch – Check supporter and target flow
5. Promote to your audience – Email, social, newsletters, etc.

The lead coalition partner (or campaign coordinator) will usually share with you all the content you need. That might include website text, demands, social media content etc. You can then translate and adapt this content to work for you and your audience.

YOU'RE NOT ON YOUR OWN

The Proca team is here to support you at every step. You can expect:

- Step-by-step guides and videos
- Friendly and responsive technical support
- Help with campaign widget setup and troubleshooting
- Experience supporting organisations without in-house IT teams

COMMON QUESTIONS (SNAPSHOT)

-  CRM integration available
-  GDPR compliant + Data Processing Agreements
-  Donation integrations possible
-  No advanced IT skills required
-  Widget cost depends on campaign setup
-  Existing tools sometimes compatible (case-by-case)

You can find the [full Partner Guide and FAQ on our website](#)

Or [reach out directly for support](#) via email

READY TO JOIN?

Next steps:

- Speak with the campaign lead organisation
- Receive your Proca dashboard invite
- Set up your widget and publish it on your website
- Launch and start mobilising supporters



FIX THE STATUS QUO

THANKS!

REACH YOU WITH QUESTIONS:

[SUPPORT@FIXTHESTATUSQUO.ORG](mailto:support@fixthesstatusquo.org)