

# EUROPEAN CITIZENS' INITIATIVE FORUM





# ECI Forum Webinar

## Campaigning and Fundraising for an ECI

Host: Elisa Lironi, Senior Manager European Democracy, ECAS  
Guest Speaker: Daniel Schily, Co-founder, Democracy International



## What is the European Citizens' Initiative?

### Article 11(4) of the Treaty on the European Union:

*Not less than one million citizens who are nationals of a significant number of Member States may take the initiative of inviting the European Commission, within the framework of its powers, to submit any appropriate proposal on matters where citizens consider that a legal act of the Union is required for the purpose of implementing the Treaties.*

**THE FIRST SUPRANATIONAL INSTRUMENT OF  
PARTICIPATORY DEMOCRACY**



## Q&A Session with Daniel Schily

- 1) **Campaigning.** How important is building a core alliance of organisations before the registration of your initiative? Do you have any tips related to this step?
- 2) **Campaigning.** Could you share some tips for a strategic composition of the citizens' committee in order to maximise the impact of a future campaign?
- 3) **Campaigning.** What are the important elements to take into consideration? How important is for example the use of social media, target the right communities, finding multipliers and intermediaries of your messages etc.?
- 4) **Fundraising.** How can an organiser identify potential partners and are there any form of non-financial support that can help the organisers save money?
- 5) **Fundraising.** Are there other ways organisers can receive more financial support while running their initiative? Are there some tips and tricks you suggest to organisers to attract potential funders to support their cause?



## For more information...

### Guidance notes

- [Procedural steps](#) the successive phases of an initiative
- [How to look for partners](#) practical tips and hints
- [How to draft an initiative](#) legal requirements and practical advice
- [How to campaign](#) common sense advice on promoting your initiative
- [How to collect signatures](#) often the hardest step
- [How to raise funds](#) for your campaign

### Success stories

- [One of us](#) pro-life initiative with papal backing
- [Right2Water](#) the impact of prime-time TV coverage
- [Stop Glyphosate](#) building on an existing pan-European campaigning network
- [Stop Vivisection](#) the power of large groups of volunteers

### Webinars 2018

1. [Procedural steps and how to draft an initiative](#)
2. [How to look for partners](#)
3. [How to run a successful campaign](#)
4. [How to collect statements of support](#)
5. [How to raise funds](#)

➤ [ECI Communication Campaign](#)

➤ Subscribe to the [Newsletter](#) !

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*The ECI Forum is a pilot project, operated by a consortium of three organisations – ESN, ECAS and CARSA – on behalf of and under contract to the European Commission.*



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