

Name of your Organisation:	Caplor Horizons
Name of the project TFN funded:	The Commitment
Date Funded by TFN:	09/12/2020
Were you able to undertake your project as planned?	Yes
If no, please outline how the project has changed.	
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	In January 2021, The Commitment undertook a series of Election Trials, conducting research on politicians and citizens in the build up to the May 2021 elections. These trials, alongside additional research carried out with Hope for the Future, have informed the development of The Commitment's political strategy as well as the strategy for Commitment gathering, both integral to the success of our work. The overall objective of the trials was to engage with politicians, using the Commitments gathered in their areas as evidence of the local desire for further action on climate change and biodiversity loss. TFN funding was used to develop and roll out a marketing strategy to test different methods to reach and mobilise individuals and engage with politicians throughout the UK and in three trial areas ahead of these elections. The Election Trials were spread across the UK in three different political areas and electoral systems: — The West Midlands Combined Authority for the West Midlands Mayoral election. — The constituency of Dumbarton for the Scottish Parliamentary elections. — Derby's four wards of Derwent, Chaddesden, Boulton and Mackworth for the Derby City Council elections. <u>Marketing strategy</u> We used a range of engagement methods including email, telephone and video meetings, face-to-face engagement, leafleting, canvassing, hosting events and engaging with local press, businesses and people of influence. Face-to-face interaction was limited by Covid-19 restrictions; it is impossible to quantify the impact of this, but we believe it was significant. Social media advertising proved to be the most cost-effective means of generating Commitments, accounting for 53% of all Commitments gathered across the three regions. It allowed us to target specific

	audiences with videos and static images of localised environmental problems, telling a compelling story which encouraged individuals to make The Commitment. Photographs of the local area and messaging referencing local issues was the most successful approach for the regional ads. On average, using hyperlocal creatives and messaging reduced the cost per Commitment by 67% across the 3 regions. The greatest reduction was seen in Derby, where the cost per Commitment reduced by 87%. This hyperlocal approach made the adverts more relevant and engaging to the viewer. The success of our work can be measured through: — The level of engagement of politicians — The number of Commitments gathered — The diversity of reach across all sections of society <u>Political engagement</u> The election trials involved substantial engagement with politicians in Derby, Dumbarton and the West Midlands. Despite being a new organisation, we were successful in holding meetings with all the mainstream candidates or their deputies in Dumbarton and the West Midlands. In Derby, as a local council election, there was less opportunity to meet candidates although we had some success there too. Overall, politicians responded very positively to our approach. Following our initial meetings with candidates, we produced The Commitment Update Reports. These reports detailed our work in each of the three areas, giving: — The number and geographical spread of Commitments in the candidates' areas. — The voters' personal explanations for making the Commitment, with an analysis of the key themes arising. — Where Committers had given it to us, their demographic data (age, gender, ethnicity, educational attainment and previous voting history). <u>Commitment Gathering</u> We used the election trials as an opportunity to experiment with different methods of generating Commitments. Working online, we ran social media advertising campaigns trials in each of the areas. Offline, we recruited a member of staff in each area on a short-term contract from January to May. Supported by our central team, they tested a number of different approaches to community engagement.
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	In total, we collected 372 Commitments across the three trial areas: 253 from the West Midlands, 66 in Dumbarton and 53 across the whole of Derby. Although this was a smaller number than we had expected, many fewer Commitments were needed to attract politicians' attention than we had expected. "Each Commitment speaks for maybe 100 people who don't have the time or aren't good with words." Councillor candidate "If you went with 50 or 100 it would be incredibly powerful. Bespoke messages make MPs really pay attention, even if opposed to the issue." MP <u>Diversity of reach</u> The election trials were able to reach a range of demographics, including first time voters and ethnic minorities. Where possible, we gathered data on gender, age, academic background and ethnicity. This information was optional and was not provided by all Committers. Example Committer data from the West Midlands trials below: — 86% white — 13.7% BAME — 76% female — 23% male — 68% educated to degree level — 55% aged 20-39 "If it's the usual people who have contacted you before, it is unlikely to be massively transformative." ex-MP
What portion of the project did TFN fund?	16%
How many direct beneficiaries did the TFN funded project reach?	372
How many indirect beneficiaries did the TFN funded project reach?	67 million
Were you able to leverage further funding as a result of TFN support?	Yes

If yes, how much were you able to raise?	Funding from TFN helped us strengthen our case for support and as a result, we were able to secure an additional £15k. It also helped us consolidate relationships with existing funders.
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	No
If yes, please can you provide details of the support you received?	
Has the training you received from TFN better prepared you in pitching your organisation to potential funders?	Yes
Has TFN increased your capacity to raise further funds?	Yes
How important was TFN funding in helping you achieve your objectives?	We would have found it difficult to achieve our objectives without TFN funding
Since presenting at TFN, has your organisation undergone any other significant changes?	Since presenting at TFN, the capacity of The Commitment has been enhanced considerably. Our team has expanded considerably, and we now have 13 members of staff, both full and part-time, with numerous volunteers from Caplor Horizons' network and elsewhere. We have invested in developing our website and increasing our social media activity and now have a strong brand name, image and messaging. We have also made significant progress towards developing the systems needed to connect large numbers of citizens with large numbers of politicians.
Do you have any other comments or feedback on the experience of the TFN process?	We enjoyed all parts of the process, particularly once we had been selected, with the exception of the IT failure that meant we couldn't show our presentation. Not sure, in the event, how much impact that had. Perhaps very little.
Can you tell us any personal stories to highlight the value of the project?	The Commitments we gathered highlight the importance of our work and the strong public desire for urgent action to tackle climate change and biodiversity loss. Attached are a sample of Commitments from the West Midlands.

