



International Federation of Red Cross and Red Crescent Societies  
Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge  
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja  
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

## Campaign Leadership Survey Report 2009

### Introduction

The Our world. Your move. campaign is an unprecedented call-to-action, led by the International Federation of Red Cross and Red Crescent Societies and the International Committee of the Red Cross, with the support of National Societies worldwide. Officially launched on the 8 May 2009, World Red Cross Red Crescent Day, the campaign celebrates the Red Cross Red Crescent anniversaries of 2009. It also seeks to raise awareness on major humanitarian challenges today while encouraging individuals to “make a move” for humanity based on the notion that simple gestures can make a difference.

The Our world. Your move. campaign was the first worldwide Red Cross Red Crescent campaign in 10 years and also the first to embrace social media. The campaign harnessed traditional media, events and the power of social networking sites, online platforms and interactive tools to connect with and inspire people from Fiji to Costa Rica.

### Background

In order to monitor the success of campaign, an online survey was distributed from Bekele Geleta to the leadership of National Societies on 27 July 2009. The survey includes questions on campaign materials, effectiveness of the campaign for National Societies, and it addresses the forward planning process for the remainder of 2009 and 2010.

As of the 22 September, fifty-two National Societies had responded to the survey. The campaign team distributed an update on the survey results, also reminding National Societies who had not participated to contribute their input. The survey officially closed on the 1 November 2009.

### Summary

After the survey update distributed on the 22 September, more than a dozen additional National Societies contributed to the survey. A final evaluation of the survey reflects extremely positive results for the Our world. Your move. campaign. The results include the feedback of a large range of sixty-three National Societies from around the world as follows:

American, Argentina, Armenia, Australia, Azerbaijan, Bangladesh, Belize, Bulgaria, Burundi, Cambodia, Cape Vert, Chile, Columbia, Côte d'Ivoire, Costa Rica, Croatia, Cyprus, Dominican, Egypt, Estonia, Fiji, Finland, Georgia, Ghana, Guatemala, Honduras, Iceland, Israel (MDA), Japan, Kenya, Libya, Liechtenstein, Malaysia, Malta, Mauritius, Morocco, Mongolia, Namibia, Nepal, New Zealand, Nicaragua, Panama, Pakistan, Philippines, Peru, Samoa, Seychelles, Serbia, Sierra Leone, Singapore, South Korea, Slovenia, Spain, St. Lucia, Swaziland, Swiss, Thailand, Turkey, Tonga, Uganda, Vanuatu (2 unknown).

The breakdown of National Societies per zone are as follows:

Asia Pacific	17 National Societies
Europe	15 National Societies
Americas	14 National Societies
Africa	11 National Societies
MENA	4 National Societies
Unknown	2



## Key Findings

The range of National Societies who responded to the survey is extremely impressive yet not surprising. An analysis of campaign activities indicates that 131 out of 186 National Societies have been participating in the Our world. Your move. campaign throughout 2009. This represents 70% of National Societies, and participation is between 66% to 83% within each zone.

The survey was evaluated at several points between July and the 1 November. The results are exceptionally positive and consistent as demonstrated below in a comparison between the 09 September and 06 October:

### 64 National Societies

- Ø 76% - an increase in media coverage
- Ø 17% - an increase in donations
- Ø 38% - greater engagement or visibility with the government
- Ø 53% - an increase in volunteer inquiries
- Ø 53% - increased communications capacity
- Ø 53% - increase in staff or volunteer team-building
- Ø 36% - increased involvement in social media
- Ø 29% - greater web presence
- Ø 96% would like to see the campaign continue in 2010

### 52 National Societies

- Ø 73% - an increase in media coverage
- Ø 14% - an increase in donations
- Ø 38% - greater engagement or visibility with the government
- Ø 43% - an increase in volunteer inquiries
- Ø 48% - increased communications capacity
- Ø 52% - increase in staff or volunteer team-building
- Ø 43% - increased involvement in social media
- Ø 26% - greater web presence
- Ø 94% would like to see the campaign continue in 2010

## Conclusion

Results of the leadership survey demonstrate that the Our world. Your move. campaign, as global initiative, has successfully reached National Societies worldwide. It has served the Red Cross and Red Crescent National Societies as a tool for development and growth, increasing their visibility with the media, governments, escalating volunteer inquiries and contributing to their communications capacity. It also demonstrates the widespread involvement of a large and diverse number of National Societies from Samoa and Slovenia to Israel, Iceland, the Honduras and Argentina. It reflects their hope that the momentum built in 2009 will continue through in 2010, allowing many more individuals to be inspired to make a difference for humanity, and become involved with the Red Cross Red Crescent Movement.