

SPEAK4_

A Profile of the Modern Advocate

We Analyzed Millions of Advocate Actions In 2023.
Here's What You Need To Know In 2024.



It's the end of the year....

Temperatures are dropping, “away” messages are propped up on emails, and every advocacy vendor under the sun is releasing identical “what to do in 2024” checklists.

At Speak4, we wanted to tailor our advice for your upcoming grassroots advocacy campaigns. Instead of throwing out a tray of holiday-cookie-cutter recommendations, we paused and asked ourselves the following questions:

1 How have advocates and their behavior changed in 2023?

2 What does this change mean for organizations (like yours) in 2024?

We took to our platform for the answers, sifting through millions of advocate actions to identify these data-driven trends.

Here's what we discovered...



1. WHERE advocates take action is just as important as WHAT they take action about.

Any “looking ahead” report will tell you that hot-button issues at present include healthcare, the economy and the upcoming presidential election.

Going into the political toss-up of 2024, we know that priorities can shift quickly.

We filtered through millions of advocate actions from 2023 to identify the top five topics on which Speak4 advocates mobilized. These were consistent with legislative priorities in 2023 (hi, healthcare) – but we also took a deeper look at the **top five mediums on which advocates took action**.

50%  Facebook

25%  Email

15%  SMS

15%  Google Search

Other Social 7% 

TOP 5 TOPICS:

Telecommunications

Finance and Business

2nd Amendment

Healthcare

Travel and Tourism

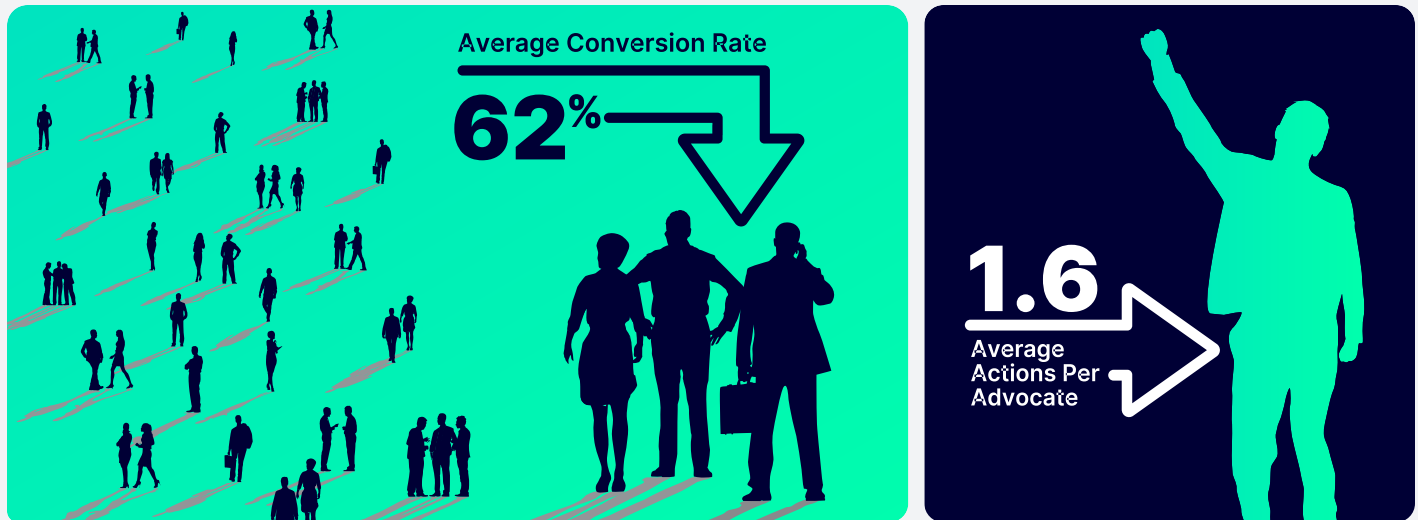
As you consider your advocacy campaigns for next year, it's important to not only understand what lawmakers and advocates are interested in, but where they are most likely to activate. For example, if your current digital advocacy tool has a bunch of action alert bells and whistles but a busted Facebook Lead Form integration, you are already behind.

Make sure your grassroots advocacy tech has the ability to integrate wherever your supporters are, and your campaign is much more likely to thrive.



2. Advocates are hungry to take action – and they’re willing to do it multiple times.

We live in an activist-oriented world. Our 2023 data highlights how advocates are rarely “one-and-done” action-takers:



If your current digital advocacy tool focuses on only single-action takers: frankly, you’re missing out.

Speak4’s functionality optimizes for Advocate Lifetime Value (ALV) – maximizing the number of actions one of your supporters takes over their lifetime.

With industry-first features like Send+ (which doubles your impact) to Message Scheduling and StoryTeller Mode, you can achieve both quality and quantity with your campaign.

In sum: don’t settle for one-hit-wonders in 2024. Your advocates have longevity. Maximize it.



3. The “wow” factor still counts when it comes to getting advocates’ attention.

Advocates are busy and inundated with competing information, with some studies estimating that the average American sees 5,000 ads per day. It’s no surprise to learn advocates spend very little time on a page before their attention is pulled away – in fact, our data shows advocates spend only 34 seconds on a page before either taking action or exiting altogether.

So – how can you maximize time spent on your landing pages and motivate audiences to action while you have them?

Gamification is a promising pathway. Gamified ads outperform non-gamified ads on critical metrics like brand recognition and recall, hooking your supporters into your effort and engaging them beyond a cursory glance.

Our 2023 data backs this up:

Speak4’s Progress Bar, which highlights the delta between your total advocate goal and current advocate total, boosted conversions by **14%**.

137 Advocates of 200 goal



Speak4’s Countdown Clock, which drives action before a set deadline, increased conversions by **13%**.

2

Minutes

:

52

Seconds

Boring pages aren’t cutting it anymore. Speak4’s gamification features, combined with extensive personalization capabilities help you draw in your supporters beyond a simple form.



4. Lawmakers respond to stories. Help your advocates tell theirs.

For as long as humans have lived in groups, stories have helped us connect to each other and the world around us.

The power of storytelling has more than only cultural relevance: it is a powerful advocacy tactic that lends your effort authenticity and credibility. Stories are also a boon for recall – one Stanford University report found that stories are remembered up to 22x more than just facts.

Lawmakers want to connect with their constituents. If your advocacy campaign allows them to do it, they will be more likely to remember your issue – and more likely to act favorably.

Our functionality is built to make it as frictionless as possible for your advocates to tell their own stories:

Custom Fields allows you to mine in-depth information from your advocates, including asking open-ended questions with text boxes.

Our Social Sharing function encourages advocates to share their action on their own channels.

StoryTeller Mode (pictured on the next page) allows advocates to record personalized testimonial videos about your campaign in their own words, lending your effort bonafide social proof.



By focusing on storytelling, your campaign gets the best of both worlds: driving an eye-catching volume of responses and creating a direct, persuasive line of communication between your advocates and your recipients.

People for Portland
@peopleforportland6441 · 139 subscribers · 84 videos
More about this channel >
Subscribe

Home Videos Shorts Playlists Community

Latest Popular Oldest

"We don't have enough..."
39 views · 1 month ago

"We are not moving fast enough."
497 views · 1 month ago

"The number one issue to face is drug legislation."
195 views · 1 month ago

"Now, I'd rather not say where I'm from..."
294 views · 1 month ago

"Portland needs more..."
10 views · 1 month ago

"It really saddens me to see what has happened to our community..."
10 views · 1 month ago

"Safety is paramount"
505 views · 1 month ago

"I'm furious with Portland!"
518 views · 1 month ago

"It's too little, too late."
446 views · 1 month ago

"have strict rules regarding loitering and camping..."
380 views · 1 month ago

"I expect our leadership to find a solution and do it quickly."
309 views · 1 month ago

"It really makes me sad to see what's happening to the city..."
330 views · 1 month ago

Curious to see how StoryTeller Mode can take a campaign to the next level? [Read a case study here.](#)

PEOPLE FOR PORTLAND

Share Your Story

What should be the top priority in Portland for our elected leaders? Record a short video with your thoughts!

Record Video

Powered by Pipe

If you have more to add, let us know!

First Name

Last Name

Email

Phone

Send



5. Once you've found your advocates, don't let them go.

The old adage rings true for grassroots advocacy: if your supporters stay ready, they don't have to get ready.

As outlined in Point 2, your advocates need to be regularly activated in order to stay primed for additional actions. That means consistently leverage low-cost mediums like email and text to keep your house file "warm." If you aren't reengaging your advocates within 30 days of their initial action, they are less likely to open your subsequent emails – and more likely to greet your next big ask with crickets.

If you don't keep your advocates engaged, you're not only losing momentum – you're losing money.

How to keep them warm? Running a smart reengagement campaign with different kinds of asks to keep advocates interested and engaged.

Advocate Journey

The advocate journey is cyclical - the more advocates engage the more likely they are to complete harder actions. Consistent engagement should be a priority in all campaigns.



Join the List

- Petition Signature
- Survey Response

Added Value

- StoryTeller Video
- Social Post
- Letter to the Editor

Activation

- Letter
- Comments
- Patch Calls

Speak4 helps you supercharge your reengagement campaigns by offering a variety of action options for your supporters to take: fill out Petitions, record testimonial videos via StoryTeller Mode and more.

With more options available for successive actions, your advocates stay ready for your next big ask.

TL;DR

You deserve better than a 'one-size-fits-all' approach to advocacy in 2024. Break the mold with these data-informed opportunities + a powerful tool geared to deliver results in our modern advocacy world (hint: a tool like Speak4).

Interested in seeing how Speak4 can help transform your digital advocacy in 2024?
[Schedule a demo now.](#)

