

Score Your Digital Activism Campaign v1.0

Just a little disclaimer: This scoresheet aims to evaluate the efficacy of a digital activism campaign, defined as organized effort that uses digital media to make demands of target authorities. If your campaign does not fit this definition, you might not get a meaningful score. Try it and see. Feedback welcome! - *Mary Joyce (@MetaActivism)*

How to use this scoresheet:	1) In the column on the far left, choose the <i>highest</i> level of response your campaign received from the target.	2) If the levels are unclear, use the Level Definition and Level Example columns to gain clarity.	3) View your effectiveness score in this column.
Response Level	Level Definition	Level Example	Your Effectiveness Score
Goal+	Realization of outcome that is better (more desirable to you) than the goal(s) of the campaign.	Campaign wants the Governor (Gov) to fire the corrupt Attorney General (AG). Gov fires AG, who leaves office. Gov also initiates an investigation of the AG's entire office.	6
Pro-Campaign Realization	Realization of outcome consistent with the goal(s) of the campaign.	Campaign wants Gov to fire AG. AG leaves office.	5
Pro-Campaign Declaration	Target enacts change through a formal statement (ie, a law, court ruling, executive order) consistent with the goal(s) of the campaign.	Campaign wants Gov to fire AG. Gov verbally fires AG.	4
Pro-Campaign Directive	Target directs others to take action consistent with the goal(s) of the campaign.	Campaign wants Gov to fire AG. Gov asks five State Senators to form a committee to investigate the AG.	3
Pro-Campaign Commitment	Target makes a personal commitment to take action in support of the goal(s) of the campaign.	Campaign wants Gov to fire AG. Gov promises to form a committee to investigate the AG.	2
Pro-Campaign Expression	Target makes observation or expression of opinion or feeling consistent with the goal(s) of the campaign.	Campaign wants Gov to fire AG. Gov acknowledges that citizens are unhappy with the AG's performance.	1
No Response	No evidence of any response to the campaign from the target.	Campaign wants Gov to fire AG. Gov makes no statement, takes no action.	0
Anti-Campaign Expression	Target makes observation or expression of opinion or feeling in opposition to the goal(s) of the campaign.	Campaign wants Gov to fire AG. Gov makes a statement of support for the AG.	-1
Anti- Campaign Commitment	Target makes a personal commitment to take action in opposition to the goal(s) of the campaign.	Campaign wants Gov to fire AG. Gov promises to fight on behalf of the AG against his opponents.	-2
Anti- Campaign Directive	Target directs others to take action in opposition to the goal(s) of the campaign.	Campaign wants Gov to fire AG. Gov directs state tax authorities to audit organizations that oppose the AG.	-3
Pro-Campaign Declaration	Target enacts change through a statement (ie, a law, court ruling, executive order) in opposition to the goal(s) of the campaign.	Campaign wants Gov to fire AG. Gov passes executive order protecting AG from civil suits.	-4
Pro-Campaign Realization	Realization of outcome in opposition to the goal(s) of the campaign.	Campaign wants Gov to fire AG. Executive order goes into effect. Opponents can no longer challenge AG in courts.	-5
Worse than Before Campaign	Realization of outcome that is worse (less desirable to you) than the status quo before the campaign began.	Campaign wants Gov to fire AG. AG remains in office. His opponents have fewer means of challenging his authority and are harassed by other state agencies.	-6