



MILLENNIUM CAMPAIGN

VOICES AGAINST POVERTY

Increasing the Impact of The Millennium Campaign

A Strategic Report Submitted May 3, 2006 by



Contents

Executive Summary.....	4
<i>Public</i>	4
<i>Partners</i>	4
Introduction.....	6
<i>Objectives</i>	6
<i>Challenges</i>	6
Strategic Overview.....	6
Strategy for the Public.....	8
<i>Public Needs</i>	8
About the public.....	8
What they want.....	8
What the Campaign needs.....	9
<i>Recommendations</i>	10
Improving traffic to the site.....	10
Current search performance.....	10
Getting into search engines' listings.....	11
Page optimization.....	12
Meta tags.....	12
Keywords.....	13
Linking.....	14
Messaging.....	18
Content.....	18
The power of stories.....	18
User-generated content.....	19
Interactive.....	22
Multimedia.....	23
Mobile.....	24
Viral.....	27
Call to Action.....	27
Design and Navigation.....	31
Expectations.....	31
The case for simplicity.....	31
Navigation.....	34
Strategy for Partner Organizations.....	37
<i>Needs</i>	37
Shared resources.....	37
News.....	39
Local campaign coverage.....	39
What the global campaign wants from partners.....	39
<i>Recommendations</i>	39
Global collaborative environment.....	39
Others working in this area.....	40
Web publishing platforms.....	43
Content management systems.....	45

Enterprise Platforms	46
Upper Tier	46
Mid-Market Mainstream	47
Mid-Market Challengers	47
Low-Priced	47
Hosted Services	47
Open Source.....	47
Staffing	48
Implementation plan	49
<i>Vendor Selection</i>	49
<i>Web Manager Position</i>	49
<i>Rough Campaign Timeline</i>	49
Summary of Recommendations	50
<i>Public Site</i>	50
Generating traffic.....	50
Page optimization	50
Backlinking	50
Clear, consistent, compelling messaging	50
Engaging content	50
Stories.....	50
User-generated content	50
Multimedia.....	51
Interactive.....	51
Mobile.....	51
Viral.....	51
Clear call to action.....	51
Optimize site design and navigation	51
<i>Partner Site</i>	52
Publishing platforms	52
CMS.....	52
Appendices	54
A. <i>Survey of Campaign Staff</i>	54
B. <i>Survey of Campaign Partners</i>	57
C. <i>Internet Usage</i>	66
Usage in Campaign priority countries	66
Regional usage	67
D. <i>Search Engine Saturation</i>	67
E. <i>Search Results</i>	68
Google search results for “millennium development goals” (page one):	68
Google search results for “world poverty” (page one):	68
F. <i>Link Popularity</i>	69
G. <i>Authors of This Report</i>	70
Rob Stuart, <i>president and Internet organizing visionary</i>	70
Ramsay Adams, <i>vp of new media</i>	70
Julie Roth, <i>senior strategist and tactician</i>	70

Executive Summary

The mission of The UN Millennium Campaign is to support partner campaigns and to promote the Millennium Development Goals to the public—essentially giving the organization two constituencies. Trying to make the global site serve both constituencies simultaneously made it extremely difficult to present a clear, focused message to either of them.

To serve both constituencies more effectively, we are recommending the Campaign address each group's needs separately with two distinct sections of the website. Campaign partners to date have not participated as much as was hoped and it has become clear that the larger focus should be on public participation in the campaign. Getting the public to participate in campaigns such as this requires clear calls to action and tools that help build and keep activists engaged in the community.

Public

The homepage of the UN Millennium Campaign website should be changed to focus on the general public, using a simplified design to make it easier for newcomers to learn what the Campaign is all about and to encourage visitors to take action. It will also allow the Campaign to focus visitors' attention on important messaging. Streamlined navigation will allow visitors to click to any of the top subject areas from any page on the site.

The site will rely less on the volume of information than on its compelling delivery, using interactive and multimedia content wherever possible so visitors retain, forward, and act on the information. User-generated content will encourage visitors to build their own campaign pages and engender a sense of excitement and community.

Partners

As a second priority, the partners' area will be a repository of Campaign resources supplied by the global Campaign and the partners themselves.

The relaunch of the Partner section of the website will occur in two phases. In the first phase, the current relevant content will be migrated over to the Partner section. In the second phase, the global Campaign will improve Partner participation by providing additional shared resources.

Campaign partners will access a partner-specific area of the site through a separate entry page (linked to from the public site). Those without their own websites will be able to create small sites using the same tools that enable the public to create their pages. Partner content, however, can be made available to other partners, the regional pages, and the global page, via link or RSS feed. Partners will be able to copy their posters,

PowerPoint presentations, and other materials into shared libraries for other partners to use in their campaigns. Discussion forums will allow partners to share ideas, contacts, and best practices with each other.

As the number of shared resources on the site grows, the site's usefulness to partners grows, and so will partner participation—albeit gradually. As the Spanish and French national Campaigns make their materials available online, for example, smaller Latin American and African sites will have access to materials and content they don't have to translate. Thus the entire movement will realize economies of scale through the reuse of campaigns materials.

The key benefits to this recommendation are as follows:

- Improves the ability for both the public and partners to find what they need on the site.
- Creates actions that improve public participation and awareness of the campaign
- Satisfies partner requests for access to more campaign resources.
- Has potential to increase partner content available on the public site.
- *Requires no additional technological investment.*