User Story: Civi

Ukraine

Following the 2013 Euromaidan Revolution for Dignity, Ukrainians have come to expect greater transparency, accountability, and engagement from their political and legislative leaders. The Civi DemTool, a contact management system, has supported these reforms by empowering Ukrainian political parties, members of Parliament, and civic organizations to connect with citizens and track their concerns.

Despite their best intentions, many political leaders and organizations lack the strategies they need to effectively communicate with citizens. In Ukraine, Civi helped address these problems by providing leaders with a centralized platform to manage engagement, communicate with broad groups of citizens, identify key supporters, and track the history of party member activities.

NDI introduced Civi during government-to-citizen trainings in April 2015 as a mechanism for managing interactions between Members of Parliament (MPs) and their constituents. In a pilot program, the offices of four members of parliament adopted Civi and NDI trained 24 assistants in constituent outreach and casework management. Offices used Civi to store contacts, tag them by categories and interests, track engagements, record constituent issues, and assign staff to respond. By taking advantage of NDI's in-depth trainings and technical support, these MP offices were able to more effectively engage with their constituents. Given the enthusiasm of pilot MPs, NDI plans to expand use of the Civi database to more elected officials in Ukraine.

NDI also works closely with political parties in Ukraine to strengthen their voter outreach and volunteer engagement capabilities through Civi. Two political parties have adopted the Civi DemTool and NDI trained two political party database managers at headquarters, as well as 22 party regional personnel. One party is working to integrate Civi at its headquarters and, more importantly, at its branch offices across the country, where they are able to take advantage of Civi's customizable email settings and location-based security and privacy controls. Civi has been used as a training tool to promote campaign best practices and innovative tactics, such as A/B testing of political messages and new forms of voter mobilization.

The civil society community in Ukraine has found Civi useful as well. Two Ukrainian NGOs have adopted Civi and trained four database administrators in each NGO, one with 15 regional database coordinators.

NDI regularly solicits input from our Ukrainian partners in order to improve the functionality of the Civi database. We remain committed to helping partners adopt new, innovative tools that will make their work more effective, while strengthening Ukraine's democratic institutions and processes.