

The Story of Success (Failures Included)

HISTORY

- Call for establishing the Czech Pirate Party on 19th April 2009 on a website AbcLinux by Jiří Kadeřávek
- In less then two days more than the required amount of 1000 signatures has been gained official registration of the party on 17th June 2009

Parliamentary elections

2010: 0,80 % 2013: 2,66 %

2017: 10,79 % (22 out of 200 seats)

Senate

2012: 1/3 (Libor Michálek) – 1st state funding (11 000 EUR)

2018: 54,45 % (Lukáš Wagenknecht)

European parliament

2014: 4,78 % – great change with the funding (85 000 EUR)

	Parliament	EP	Regional	Municipal	Prague
2010	0,80%			0,21%	0,95%
2011					
2012			2,19%		
2013	2,66%				
2014		4,78%		1,33%	5,31%
2015					
2016			3,46%		
2017	10,79%				
2018				7,48%	20%

Student elections

Stable first place. :)



Main problem:

- Even after 8 years people don't know about our agenda or our existence
- Have a misperception of our program single-issue party

Core claim: Let us at them! (Pust'te nás na ně!)

- Research of motivators and blockers
- The highest amount of non-voters among our supporters need to mobilize them
- Claim chose based on the perception of us as ,rebels', pure, true
- Goal: to introduce us as a relevant party -> economy, taxes -> http://urad.pirati.cz







NA ÚŘAD Z DOMOVA

Svoboda, na kterou si můžete sáhnout.



STÁTNÍ INFOLINKA?

Volejte pirátskou infolinku. 222 703 223



ŽIVNOSTNÍKEM JEDNÍM KLIKEM

Registrace Změny Daňové přiznání Přehledy

Toto zařídíme, když zvolíte Piráty

Pusťte nás na ně!



ZALOŽIT FIRMU ZA JEDEN DEN

Jednoduše online, do 500 Kč, zaplatíte kartou. Po úřadech mají oblhat data, ne lidé. Skutečné s.r.o. jsme založili jen pro 10 nejrychlejších. SLUŽBA JE NYNÍ POUZE DEMO.

Toto zařídíme, když zvolíte Piráty. Jiní o tom sní, u nás si to můžete už dnes zkusit.

Pustte mě založit s.r.o.!



DOKLADY BEZ ČEKÁNÍ

Trvalé bydliště Občanský průkaz Pas Řidičský průkaz

Toto zařídíme, když zvolíte Piráty

Pusťte nás na ně!



OBČANSKÝ KOMFORT

Kupon na MHD Pes Auto Daň z nemovitosti

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- Goal: to introduce us as a relevant party -> economy, taxes -> http://urad.pirati.cz
- Fight against stereotypes
- ,Black on white' clear, understandable message and design



Media coverage

- Media ignored us, had to change it
- Campaign later to have greater impact
- Provocation Pirate bus with caricatures of uresolved corruption cases -> lawsuit -> positive outcome, free media coverage
- Fundraising HitHit (Kickstarter)
- PR profesionalization influencers
- No outdoor online, newspapers, e-shop
- Focus on viral stuff songs, <u>videos</u> (almost 1 mil. views on our main campaign spot)







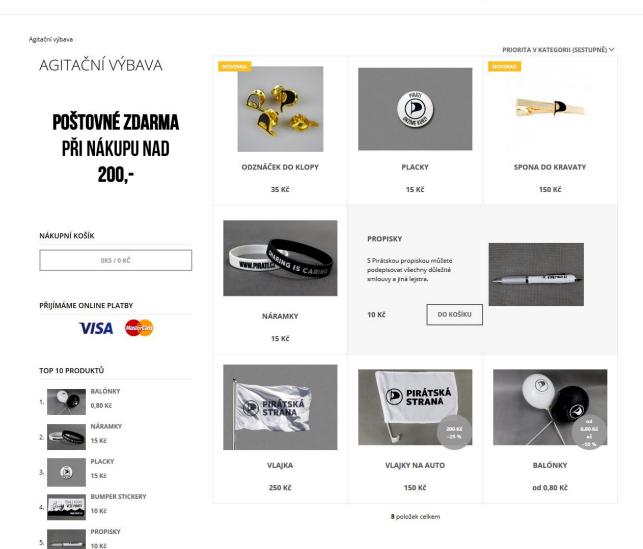


PÁNSKÁ MÓDA

DÁMSKÁ MÓDA

AGITAČNÍ VÝBAVA





Specific activities

Young electorate: Great potential, but a lot of non-voters

⇒ help with voter's passes – huge medialization and participation

Voters abroad: Hard to vote, but a lot of our electorate

⇒ Help with voter's passes, information campaign, activisation

Solar boat: Trip accross the republic, support for the bus, rewards for funding on HitHit



What didn't work?

- General fundraising (apart from the kickstarter) people like to know, what they get for their money
 - -> specific fundraising (conferences, leaflets)
- Coordination of volunteers lack of people, chaotic organization
 - -> complete restructuralization after the elections
- Internal communication centralization, gap between the leaders and member's base
- Addressing voters in smaller cities and villages intentional focus on online (vs. districts focused on offline didn't do any better)



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(Well, hours of campaigning and hard work, but rewarded!)



THANK YOU FOR HAVING ME. ANY QUESTIONS?