



CZECH PIRATES

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 than 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)

Student elections

Stable first place. :)

	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%

2017 PARLIAMENTARY ELECTIONS

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 obíhat 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.

[Pusťte 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

Toto zařídíme, když zvolíte Piráty

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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

2017 PARLIAMENTARY ELECTIONS

Media coverage

- Media ignored us, had to change it
- Campaign later to have greater impact
- Provocation – Pirate bus with caricatures of unresolved 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, [videos](#) (almost 1 mil. views on our main campaign spot)



PIRÁTSKÁ STRANA
Jedeme si pro ně!

PIRÁTSKÁ STRANA

PUŠŤTE NÁS NA NĚ!

3MO 2966

KL

PIRÁTSKÁ STRANA

PROTOŽE MY JSME TI HLÍDACÍ PSI

PUŠŤTE NÁS NA NĚ!

PIRÁTSKÁ VOLEBNÍ TOUR „VĚZEŇSKÝ AUTOBUS“

KRAJČÍ NADVOU
A ZNEŠTĚNÍ PŘEVĚRY

NEJAKÝ LUMP TĚBĚ
Z VĚZEŇSKÉ MĚSTY?

HAZDAR


MÁMŮ
NA STĚNĚ

DVO

KRAJČÍ NADVOU

ČAPÍ PRŮZK

KRAJČÍ NADVOU



že je lidi podvedli.



Agitační výbava

AGITAČNÍ VÝBAVA

**POŠTOVNÉ ZDARMA
PŘI NÁKUPU NAD
200,-**




NÁKUPNÍ KOŠÍK

OKS / 0 Kč









PŘIJÍMÁME ONLINE PLATBY



TOP 10 PRODUKTŮ

-  BALÓNKY
0,80 Kč
-  NÁRAMKY
15 Kč
-  PLACKY
15 Kč
-  BUMPER STICKERY
10 Kč
-  PROPISKY
10 Kč

PRIORITA V KATEGORII (SESTUPNĚ) ▾

<p>NOVINKA</p>  <p>ODZNÁČEK DO KLOPY</p> <p>35 Kč</p>	 <p>PLACKY</p> <p>15 Kč</p>	<p>NOVINKA</p>  <p>SPONA DO KRAVATY</p> <p>150 Kč</p>
 <p>NÁRAMKY</p> <p>15 Kč</p>	<p>PROPISKY</p> <p>S Pirátskou propiskou můžete podepisovat všechny důležité smlouvy a jiná lejstra.</p>  <p>10 Kč</p> <p>DO KOŠÍKU</p>	
 <p>VLAJKA</p> <p>250 Kč</p>	 <p>VLAJKY NA AUTO</p> <p>150 Kč</p> <p>200 Kč -25%</p>	 <p>BALÓNKY</p> <p>od 0,80 Kč až -50%</p>

8 položek celkem

2017 PARLIAMENTARY ELECTIONS

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, activation

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

2017 PARLIAMENTARY ELECTIONS

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)

WHAT SHOULD YOU TAKE FROM ALL OF THIS?

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

THANK YOU FOR HAVING ME.

ANY QUESTIONS?