THE good LOBBY

Funding Democracy from the ground-up

Lessons From
A Grassroots Voting Rights Campaign



Martina Turola

Building civic power



The Good Lobby Italia team

Non-profit organization, born in Brussels in 2015 and with offices in Milan, Paris and Madrid.

Our mission is to strengthen democracy, safeguard the rule of law and promote the common good.

- **Public-interest campaigns**
- **Incubation and training**: civic lobbying, advocacy, campaigning
- **Community building**: promoting a civic network capable of defending democracy.
- **Consultancy**: mentoring, training and access to a network of professionals

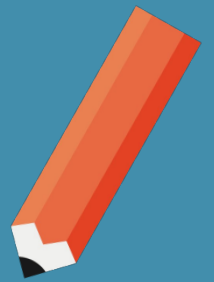
A right denied

- 5 million citizens living temporarily away from home for study, work or healthcare face significant costs and travel to vote
- Young people, especially from Southern Italy, are disproportionately affected
- The lack of remote voting contributes to involuntary abstention in a country where over 50% of citizens do not vote

Voting is a right

Start with grassroots

- Grassroots campaign led by non-resident students since 2008
- The Good Lobby support since 2018 on campaigning, lobbying and fundraising
- A broad, uncontroversial issue — but a challenging fit for Italian philanthropy
- We therefore looked beyond traditional funders, identifying Guerrilla Foundation as a potential supporter of grassroots activism

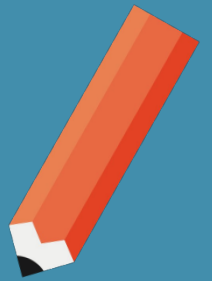


Voting is a right

Build a diversified funding ecosystem

When democracy is not an obvious funding category, relationships matter.

Grassroots philanthropy	Guerrilla Foundation: 15k in 20-21
International philanthropy	Open Society Foundations: 25 k in 22-23
National philanthropy	Compagnia di San Paolo: 17,8k in 24-25 + 20k in 26-27
Family philanthropy	Family office support: as part of core funding
Individual giving (digital fundraising)	839 small donors, 23883 € raised in 2020-26



Voting is a right

A revolution in the making

The first funding did more than finance activities: it created capacity, legitimacy and time to grow

- **67,000+ petition signatures** collected
- **European comparative report** on remote voting
- **Strategic litigation** before the Court of Genoa to challenge the exclusion of citizens unable to vote while away from home and raise a **constitutional legitimacy question**



Appeal to the Court of Genoa, 2022

A revolution in the making

In 2025, as well as continuing to campaign for a definitive law, our efforts focused on the citizenship and labour referendums on 8–9 June

- Secured off-site voting - extending access beyond students to people away for work or medical treatment

Over 67,000 people have applied to vote away from their registered polling station



Mobilization & Advocacy events: new fundraising opportunities

Universities and cities tours

ATP Finals and in sky championship: sports champions as ambassadors

Italian Music Festival

Strategic litigation

Labour day: giant message balloons released over the crowd at a big music event

Street actions: symbolic ballot boxes deployed in Milan and Rome. Banner demonstrations and rallies staged outside Parliament during key legislative votes on electoral law.

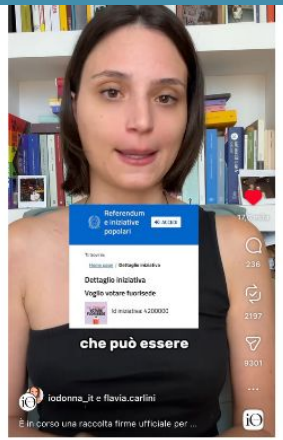


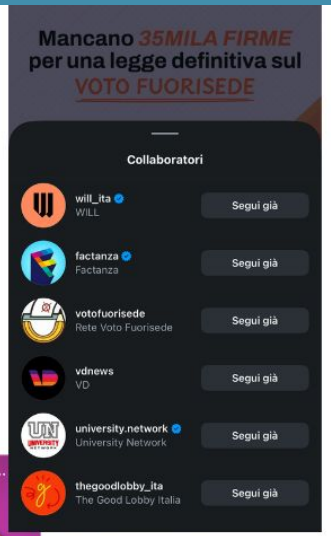
Engaging communities, influencers and comedians



















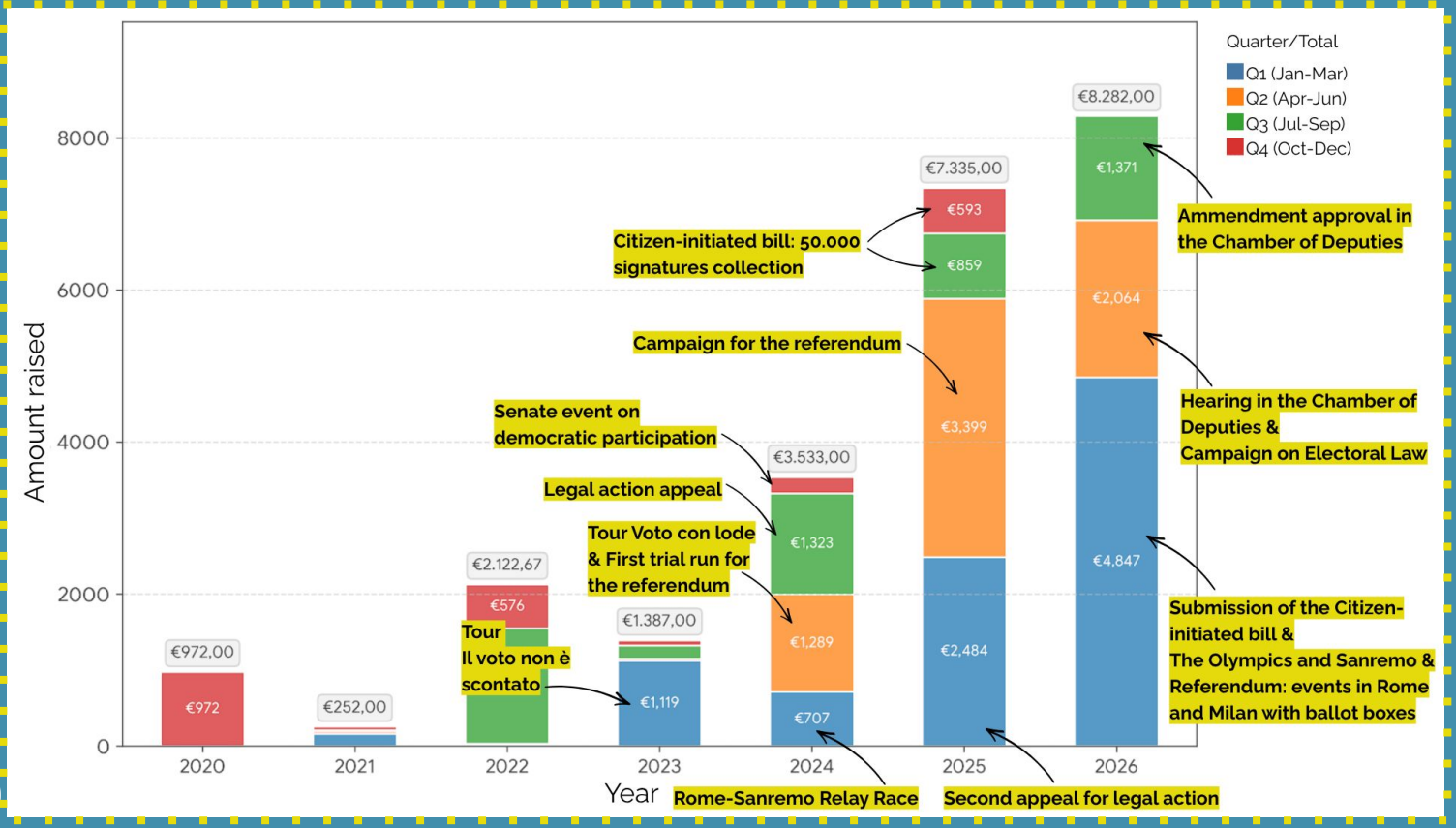








Steady growth in small donations



From pilot schemes to a permanent right to vote

- **Ad hoc pilot schemes are not enough**: people living away from home need the right to vote in every election and referendum
- With the reform stalled in the Senate for over two years, in July 2025 we launched a **popular initiative:** 50,000+ signatures collected in just over three months
- Off-site voting was included in the **electoral law reform** in September **2026**
- Even if the electoral reform is not approved, we believe there is still a path to securing off-site voting for the **2027 general elections**

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