



Applications will be assessed on the following criteria:

- Winnability
How likely is it to succeed
- Salience
Will the campaign feel relevant and urgent
- Representation
Does it create more space for groups who are underrepresented in politics
- Womens Equality Party aims and objectives
Does it meet the women's equality party's aims and objectives
- Movement building
Will it divide or unify our movement

Guidance on completing the form

After collecting contact details and monitoring information the application will ask the following questions about your campaign. The form doesn't autosave so you may want to write the answers in a separate document and transfer them.

What is the injustice that you are challenging? - no more than 200 words

Keep it focused and specific, one issue is better than two.

What is the positive change you are trying to make? How will it tackle the injustice you described? - no more than 300 words

Try to think of a specific policy proposal or cultural change and explain how that proposal will address the injustice you have highlighted.

How will your campaign deliver the positive change you have highlighted? - no more than 300 words

Think about who you are trying to influence, and the specific ways you will get media coverage and persuade people. Eg specific protests or actions.

Who will benefit from your campaign? How? - no more than 300 words

Try to be as specific as possible about the groups that will benefit

How will you ensure the people who are most affected by the campaign are included in its development? - no more than 300 words

Who might disagree with your campaign? Why?

We don't shy away from potentially controversial campaigns, but it's important to be clear on who will be opposing your campaign.

How does your campaign meet the aims and objectives of the Women's Equality Party?

You can find the party aims and objectives [here](#). We will not be accepting any applications for campaigns that do not further the party's aims and objectives.

Assessing the Equality Impact of your campaign

We will be asking all applicants to assess the equality impact of their campaign. Please reflect on how your campaign will affect people with each of the following characteristics. Is there a risk they could feel excluded by the campaign? What additional measures could you take to ensure that would not be the case?

- Age
- Disability
- Race
- Sex
- Pregnancy and maternity
- Gender reassignment
- Sexual orientation
- Religion and belief
- Marriage and civil partnership