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Call for Applications: Summer Campaign Accelerator 2023

When: 19th – 21st June 2023.

Where: Utrecht, The Netherlands.

What is Liberties offering?

Liberties is offering 9 people from 3 non-governmental organisations the chance to supercharge a campaign that their organisation is planning with a three-day campaign accelerator. During the three days our experts will offer you training on campaign planning and messaging, and give you feedback and support to incorporate this new knowledge into your campaign preparation. At the end of the 3 days you should have a tight campaign plan with clear and workable goals, a persuasive message and concepts for your campaign communications materials.

Liberties will cover the cost of accommodation, travel and catering during the training sessions.

Eligibility criteria

Each applicant NGO should nominate at least two, but preferably three, members of staff. At least one person should be responsible for communications on the campaign and at least one person should be a content expert responsible for the advocacy or research behind the campaign.

The campaign preparation should be relatively mature by the time we meet, but still in its preparatory stages. The purpose of the campaign accelerator is to strengthen your campaign. Therefore, your campaign preparation should be at a stage where you can still apply what you learn from the training sessions and feedback to your plan and your messaging.

The campaign you are working on should be due to be implemented in an EU country and relate to a human rights or environmental protection issue inside an EU country. You should intend to execute the campaign within six months of the workshop.

The primary target audience of your campaign should be a segment of the public. The campaign accelerator is not meant to support advocacy campaigns where the primary target audience is decision-makers.

The campaign accelerator will focus on support for online campaigning and will not cover in-person campaigning, such as community building or physical protests. However, we will not

exclude campaigns that have in-person components as long as they also contain a substantive online component.

How to apply

Complete [this application form](#) by midday on 2nd May. If you have questions concerning the application process, please write to Israel Butler i.butler@liberties.eu. If you have questions concerning arrangements for travel and accommodation please write to Michaela Brzezinka m.brzezinka@liberties.eu.

FAQs

Q: My organisation is based in an EU country, but our campaign is intended to change the human rights situation in a country outside the EU. Do we meet the eligibility criteria?

A: No. Your campaign has to be directed at a public audience in an EU country with a view to making a change in an EU country.

Q: What if our campaign is aimed at public audiences across the EU and we're campaigning for a change at EU level? Do we meet the eligibility criteria?

A. Yes.

Q: We have an idea for a campaign, but we haven't answered a lot of the questions you ask in the application form, can we still apply?

A: You can still apply. We'll assess applications based on the strength of your answers. If the reason you can't answer is because you've not yet taken the relevant decision (e.g. on who your target audience should be) or you're still waiting for research to be completed (e.g. public opinion research) then say that you're in the process of getting more detailed information and give a provision answer.

Q. We're preparing a campaign, but we can't answer some of the questions you ask in the application form because we don't know what some of them mean. For example, we've never used SMART goals and we've never thought about defining who our target audience is or what they think. Can we still apply?

A. You can still apply. We'll assess applications based on the strength of your answers. If there are things you don't understand, we suggest you do some googling and do your best to answer the questions. The workshops will fill in gaps in your knowledge.