**General Synod 2015 Election Campaign Project Proposal and Funding Request**

This document is addressed to partner organisations and their trustees. It summarises the intended campaign strategy and proposed budget. Organisations which have not yet done so are requested to consider what financial contribution they can make to the campaign fund. This can be spread over two years, 2014 and 2015.

The Campaign Group has met twice. It consists of: Inclusive Church, Affirming Catholicism, SCP, Changing Attitude, Modern Church, WATCH, GRAS, and the Evangelical Fellowship of Lesbian and Gay Christians. The group is convened by Inclusive Church.

The next meeting of the Campaign Group will be on Saturday 7 December at St Andrew’s Short Street SE1 at 1 pm (sandwich lunch) for 1.30 pm. Firm commitments are requested by that date if at all possible.

**Branding**

Although IC will administer this campaign on behalf of the group, it will be distinctively branded and all partner organisations given equal billing. The detailed logo, slogans, etc. are yet to be agreed., but words such as *generous, welcoming, open, and inclusive* have all been suggested.

**Objectives**

There are two distinct objectives:

1. To campaign for parishes across the CofE to elect a full slate of Deanery Synod members in Spring 2014 who will support good General Synod candidates the following year.
2. To campaign in summer 2015 for those General Synod candidates who openly support the manifesto we produce at that time.

**Tactics**

While producing literature etc. for all 44 dioceses, and working alongside local representatives in them, we propose to concentrate efforts on the 9 or 10 dioceses where an actual majority of laity voted NO in November 2012: in percentage order these are: Winchester, Chichester, Guildford, Blackburn, Sheffield, Peterborough, Ripon & Leeds, London, Chelmsford, Rochester. There were 80 negative votes in these dioceses. We should aim to gain at least 20, maybe 40 of these seats. Meetings are planned in each of these dioceses, between now and the end of 2013, to hear from the local representatives what support they would like to receive.

**Methods**

We shall produce two documents for Deanery Synod elections, and have these to show at the Partnership Day planned for Saturday 26 January.

1. A concise **practical guide** for diocesan contacts on to how raise awareness and encourage people to stand for Deanery Synod vacancies
2. A first version of a **manifesto** for the 2015 election. Clearly the primary issue must be the legislation to allow women bishops, but other issues will emerge next year (one example is the response to the forthcoming Pilling report, but others such as racism, disability and mental health will not be ignored).

In addition, a **plan** for campaign publicity will be prepared.

A plan for the General Synod election will be developed during 2014. It is hoped that some funding will be available to support local diocesan groups in producing and posting campaign literature. Electronic campaigning using social media will also be encouraged.

**Staffing and Funding**

It is proposed that a part time – 2 days per week - campaign coordinator be employed for two separate periods totalling six months:

* Late 2013 – early 2014 for the Deanery Synod elections
* Summer 2015 for the General Synod elections

The total cost of this has been estimated at £20,000. This includes an estimate for travel, materials (including grants to diocesan campaigns) and office accommodation if needed, in addition to direct labour costs of £10K for 40 days work. Funding promises to date amount to around £8,000. Clearly there is a large gap yet to be filled. The alternative is to employ somebody for fewer days in total.

*SS third draft 17 October*