



WOMEN FOR ELECTION

SUMMARY

STRATEGIC PLAN
2020 - 2024

ABOUT WOMEN FOR ELECTION

- We train, support and mentor women to enter and succeed in Irish politics
- We are non-partisan, inclusive and believe that all women in all our diversity deserve to succeed in Irish Politics
- We advocate for evidence-based solutions to change culture towards achieving equal representation
- We increase public awareness of the benefits and needs for equal representation



Vision

Our vision is an Ireland
with full participation
by women in Irish
politics.

MISSION

We will lead in bringing about women's full participation in Irish political life, challenging and working with the political system. We will inspire, equip and support the full diversity of women in Ireland.



STRATEGIC GOAL

50/50 representation of a diversity of women
and men in Irish politics by 2030

VALUES

- WfE is a feminist organisation and believes that women – right across society in Ireland – have the right to participate fully in the government of their country. We will lead the process to ensure that women can fulfil their right through our advocacy, training and capacity building.
- In undertaking this leadership role, WfE will be challenging and collegiate and will rely on local and international evidence.
- WfE's work is rooted in the Universal Declaration of Human Rights
- WfE works with all women who share our commitment to the Universal Declaration of Human Rights and uphold the values contained within the Universal Declaration of Human Rights.

CONTEXT

In 2020 Ireland was ranked 101st in World Rankings for female parliamentarians

23% OF TD'S ARE WOMEN

25% OF LOCAL COUNCILLORS ARE WOMEN

40% OF SENATORS ARE WOMEN

12 CONSTITUENCIES HAVE ELECTED MALE ONLY TD'S



The Obstacles

Culture
Confidence
Candidates
Childcare
Cash

5 C's Research (Bacik & Galligan 2009)

WFE HIGH IMPACT STRATEGY 2021-2025

5 C's
Solutions

Capacity

Training

Mentoring

Events

Networking

600 Women
Annually

2,400 women

Candidates

Diverse Pool

Party Selection

Winnable Seats

1,000 Women
LE 2024

250 Women
GE2025

Result = 30%

Culture

Maternity &
Paternity Leave

Family Friendly

40% Quotas

Online
Harassment

Targets for
Committees

Research

Community

Emphasising
Need

Public
Awareness

Role Modelling

Diversity
Positive Action

National
Conversation

Engagement

Collaboration

Strategic
Corporate
Partnerships

Intelligence
Sharing

High Impact
Influencers

Resourcing

Civic Society

National
Movement

STRATEGIC IMPACT BY 2025

Critical mass of women inspired and equipped to run for LE2024 and GE2025

Target :
Women comprise
30% of elected reps

AT LEAST ONE WOMAN ELECTED IN EVERY CONSTITUENCY

ELECTION DAY TARGETS

1,000 Women Candidates in
LE2024

250 Women Candidates in
next General Election





Annual Fundraising Strategy

**TARGET
ANNUAL
FUNDING
MIX
BY 2023**



Increase Annual Income from €220,000 to €500,000 by 2023

OBJECTIVE 1: TRAINING AND SUPPORT



Women for Election will:

- Develop the pipeline of women planning to run for elected public office. We will focus our training over 2020-2022 on women considering running for elected office in trade unions, students' unions and other key civil society organisations.
- Diversify the women WfE works with in terms of social class, ethnicity, heritage and geography.
- Expand the pool of women in key support and leadership roles – at national and local levels – in political parties through providing training in conjunction with those parties.
- Support women running, as well as those considering running, in the 2024 Local and European Elections through our training programme over 2021-2024.
- Provide support to elected women to help sustain them in their elected roles.

OBJECTIVE 2: RESEARCH AND ADVOCACY



Women for Election will:

- Tackle some of the barriers to women's full participation in political life through evidence-based advocacy in line with our Communications and Research Strategy, with a particular focus on advocating and working towards:
 - 40% quota for the 2023 Local and European Elections and the next Seanad Election.
 - More supportive culture and environment for women in Irish politics including family friendly and safe work environments
 - Increased participation by women in key leadership and support roles in political parties and trade unions at local and national levels.
- More diversity – in terms of class, geography and ethnicity – amongst elected women.

OBJECTIVE 3: STRENGTHENING WOMEN FOR ELECTION



Women for Election will:

- Increase WfE's income to €600,000 annually by 2024 – through fundraising, Government support and training income – by 2024 so that a staff cohort of five full-time staff members (or their equivalents) can carry out our expanded work programme.
- Put in place all the processes and procedures so that WfE can be registered as a charity by 2022.
- Put in place a more diverse board – more reflective of the population as a whole in Ireland – that encompasses the skill sets required by the Charities legislation.