**Communicating Climate**  
**Application Form**

Welcome to the application form for the Communicating Climate programme.

**How Media Trust may use your data**

We will use the information you have provided to:

* **Assess your suitability for this programme**
* **Contact you about your application**
* **Let you know about similar opportunities we feel may be of interest to you.**

If you are successful in securing a place on the programme, we may also share your data with:

* Individual programme volunteers who we think will be able to support you during the programme.
* Our funders and partners to the programme.

We promise to keep your data safe and secure and will never sell your data. For more information on how we protect your personal data, see our [Privacy Policy](https://mediatrust.org/about-us/our-policies/privacy-policy/). By filling out this form, you agree to us storing and using your data as described.

We recommend you prepare and save your answers in a word document beforehand.

We are dedicated to making reasonable accommodations to ensure that all applicants can participate in our selection process. If you encounter any difficulties filling out our application form or require additional support, please contact Dija on [khadijah@mediatrust.org](mailto:khadijah@mediatrust.org).

1. **Before you begin**

[tick boxes]To be eligible, your organisation must meet the following essential criteria.

You must tick all boxes to proceed with the application.\*Required

* Your organisation has a charitable purpose\*, working either primarily on climate justice or another issue that intersects with climate justice (like human rights, health, or education).
* Your organisation has a campaign idea\*\* you’d like to develop or improve. This can include a communications challenge, a public engagement or awareness-raising goal or a volunteer recruitment or mobilisation campaign.
* Your organisation conducts their main work in the UK.
* Your organisation is a small to medium-sized organisation with an annual turnover of £5 million or less.

\* Organisations with a charitable purpose include charities (although you do not have to be a registered charity to apply), Community Interest Companies (CICs), or Charitable Incorporated Organisations (CIOs), community groups or social enterprises. We do require a minimum standard of governance to demonstrate the viability and longevity of the organisation. This may include providing two years of management accounts or, if more relevant, a constitution.

\*\* A campaign idea is a specific initiative your organisation would like to work on throughout the programme. Our goal is for each organisation in the cohort to apply the skills and strategies they learn directly to their campaign. By the end of the programme, you’ll have a fully developed campaign ready to launch. This could be a new idea you’re developing or an existing campaign that hasn’t achieved the desired impact.

We welcome applications from all organisations that meet the essential criteria, but priority will be given to organisations that meet one or more of the desirable criteria below.

We are open to supporting both organisations that are already working in the below areas and those that have an ambition to develop their work in these areas.

[tick boxes]  
Please tick all that apply:

* Your organisation uses campaigning, communications or community mobilisation to drive change.
* Your organisation works with marginalised voices in climate and environmental conversations.\*
* Your organisation (and the participant applying) has basic experience using social media as a communications tool.

\*These voices include Black, Asian and minority ethnic communities, Disabled people, and working-class communities and low-income communities.

1. **Your organisation**

Your details\*All details required

* First name
* Last name
* Job title
* Email address
* Phone number

The intended course participant must be responsible for the day-today communications at your organisation, even if you have other non-communications related responsibilities. If you are not the intended course participant:

Details of the intended course participant \*All details required

* First name
* Last name
* Job title
* Email address
* Phone number

Your organisation’s details \*All details required

* Organisation name
* Street address
* Address Line 2
* City
* Postcode
* UK region
  + East Midlands
  + East of England
  + Greater London
  + London/Central London
  + North East
  + North West
  + South East
  + South West
  + West Midlands
  + Yorkshire and Humberside
  + Northern Ireland
  + Scotland
  + Wales
  + British Overseas Territories
* Organisation website

The programme is open to the categories of organisation listed below. Please select the option which best describes your structure. \*Required

Charity

Community interest company (CICs)

Charitable incorporated organisation (CIO)

Charitable Community Benefit Society

Community Group

Corporate

Council

Heritage Organisation

Social Enterprise

Trust or Foundation

Other (if you choose ‘other’, please specify.)

Please provide a registered number e.g. charity number (if not applicable, type N/A).

What is your organisation’s primary focus area?\*Required

Communicating Climate supports both organisations which either primarily works on climate justice or another issue that intersects with climate justice (like human rights, health, or education).

* Addiction
* Advice
* Animals
* Armed Forces
* Arts and Culture
* BAME (Black, Asian and Minority Ethnic)
* Campaigning
* Charities who support other charities
* Children and Young People
* Community
* Conflict Resolution
* Disability
* Education
* Employment and Training
* Environment
* Faith
* Family
* Health
* Heritage
* Housing and Homelessness
* Human Rights
* Infrastructure Bodies
* International Development
* Legal and Criminal Justice
* LGBTQ+
* Mental Health
* Music
* Older People
* Peacebuilding / Conflict Resolution
* Poverty
* Refugees and Migrants
* Research
* Rural Communities
* Sport
* Veterans
* Women and Girls
* Other

If you selected 'Other', please specify.

If you selected 'Environment', please specify.

1. **Financial health**

Why do we ask about financial health? Places on the programme are highly sought after and it is crucial that participating organisations have the necessary financial sustainability to fully engage in the programme and continue their operations beyond its duration.

[2500 characters max]

Please specify your organisation’s latest annual turnover from your most recent annual accounts.  \*Required

[2500 characters max]

To assess the financial health of your organisation and ensure its sustainability and ability to participate in the programme and implement the learnings effectively, please provide a description of your organisation’s financial status. You don't have to share any financial statements at this stage. \*Required

If you get shortlisted, we may request copies of the last two years of your financial accounts. Please tick the checkbox to acknowledge this and proceed with the application.\*Required

[tick box]

* I acknowledge that I may need to share copies of the last two years of financial accounts. \*Required

1. **Application Questions**

[2500 characters max]

Please provide a brief summary of the kind of work your organisation does, its mission, and where you operate in the UK. \*Required

[2500 characters max]

Tell us about the impact of your work in climate justice and related areas. What difference does your organisation make? \*Required

You can include links to case studies, feedback or other public recognition.

[2500 characters max]

Please provide a summary of the campaign idea you’d like to develop or improve.

What is the issue you aim to address, and why is it important? How does this campaign align with your organisation’s mission? If this is an existing campaign, what challenges have you faced, and how do you hope to improve its impact?

\*Required

[2500 characters max]

Please explain how your organisation uses campaigning, advocacy, or community mobilisation to drive change.

This question and the next question relate to the desirable criteria. A reminder that priority will be given to organisations that meet one or more of these, but you do not have to meet all or any to be accepted on to the programme, as long as you meet our essential criteria. We are also open to supporting both organisations that are already working in these areas and those that have an ambition to develop their work on these issues. You can include work you are already doing in this area and/or ambitions and plans to develop this kind of work.

[2500 characters max]

Please explain how your organisation works with marginalised voices in climate and environmental conversations.

These voices include Black, Asian and minority ethnic communities, Disabled people, and working-class communities and low-income communities.

1. **Communications**

[2500 characters max]

What does your charitable organisation do well when it comes to communications? Where have you had success?

If this also showcases that you have basic experience using social media as a communications tool (part of our desirable criteria), please include this in your answer.

\*Required

[2500 characters max]

What are your organisation’s main communications challenges and how would participating in this programme help you? \*Required

1. **Commitment to the programme**

If you are selected to take part in this programme, you must commit to having at least one member of your staff attend all the training sessions.

Please note that to be selected, we require your Chief Executive/ Executive Director/ Chair to confirm that:

* A representative from your organisation will be present at all sessions and will be able to fully commit to the programme alongside existing priorities.
* Representatives attending from your organisation will commit to sharing the key learnings from the programme with your wider organisation and network.
* Your organisation will complete impact surveys on a timely basis.

[tick box]  
I confirm that my Chief Executive/Director/Board member has confirmed the above and we wish to continue with our application.\*Required

Name of CEO/Executive Director/Chair/Board member \*Required

1. **Preferences**

[tick boxes]

Our sessions and masterclasses will be informed by the greatest communication needs in the sector. These are some of the areas we could include. Please choose up to seven priority areas where you could benefit from support and training.\*Required

* Campaigning
* Storytelling
* Framing
* Engaging audiences
* Communications strategy
* Media coverage
* Social media
* Visual content creation (graphics, images, films)
* Online fundraising
* Copywriting
* Measuring the impact of your communications
* Branding
* Communicating data
* Embedding intersectionality in communications
* Other, please specify

[tick box – limited to 1]

How did you hear about this programme? \*Required

* Colleague
* Employer
* Media Trust Communications
* Media Trust Event
* Search Engine
* Social Media
* Word-of-mouth
* Press
* Other

[tick box]   
Keep me up to date with the latest news, events and opportunities for charities and charity professionals.

You can unsubscribe from our marketing communications at any time by updating your preferences or by contacting us at hello@mediatrust.org

We promise to keep your data safe and secure and will never sell your data. For more information on how we protect your personal data, see our [Privacy Policy](https://mediatrust.org/about-us/our-policies/privacy-policy/). By clicking below, you agree that we may process your information in accordance with these terms.

Please keep me up to date with the latest news, events and training opportunities from Media Trust.

1. **Terms & Conditions** \*Required

[tick box]  
I confirm I am over 18 and agree to Media Trust's terms & conditions.

**Thank you for taking the time to apply to our Communicating Climate Programme.**