Does your campaign activity meet the purpose test? | Electoral Commission Non-party campaigners: Where to start You are in the Non-party campaigners: Where to start section Home Non-party campaigners: Where to start View the navigation tree Go to main guidance section: Non-party campaigners: Where to start What are the rules for non-party campaigners? Elections Act 2022: Changes for non-party campaigners overview Elections Act 2022: Code of Practice for non-party campaigners Elections Act 2022: New limits on campaigning by non-UK individuals and organisations Elections Act 2022: New notification threshold How to notify us to register as a non-party campaigner Elections Act 2022: Reporting threshold Elections Act 2022: Reporting at a UKPGE What spending is regulated? Does your campaign activity meet the purpose test? Purpose test: Intention Purpose test: Campaigning on an issue What happens if the policy I have been campaigning on is adopted by a political party? Purpose test: Charities and other organisations with limits on their political activities Purpose test: The regulated period in an early UK Parliamentary general election Staff costs and other overheads Joint campaigning Does your campaign activity meet the purpose test? You can work out whether your campaign meets the purpose test by looking at the following: whether it includes a call to action to voters tone context and timing how a reasonable person would see your activity These factors should be considered as a whole rather than individually. You can use the questions below to help you look at these factors. If, on balance, the answer to the questions is 'yes', then it is likely that your campaigning activity meets the purpose test. If one or two of the answers is 'yes', that does not necessarily mean that your campaign activity meets the purpose test. The questions are a guide for how to decide whether the activity is reasonably regarded as intended to influence voters in who they vote for. Call to action to voters. Is your campaign asking people to vote for or against a particular political party, parties or category of candidate at an upcoming election? Can it reasonably be seen as implicitly asking them to? Would someone think that your campaign is asking them to? It is unlikely that a public campaign without an explicit or implicit call to action to voters will meet the purpose test. Tone. Are you negative or positive towards: a political party or parties, a category of candidate, or a policy closely and publicly associated with a party or category of candidate? Context and timing. Context: Are you campaigning on a policy that will make a voter think of a particular party or category of candidates? For example: Does the policy clearly represent an area of difference between political parties that the voters you are targeting are likely to be aware of? Are the policy and political parties' views on it prominent in public debate at the time that you design and launch your campaign? Are you campaigning as a reaction to a policy or position of a political party? Timing: Did your campaign start close to the date of an election? The closer the election is, the more likely it is that a reasonable person would think that your campaign is intended to influence people to vote for or against a political party, parties or category of candidate. If your campaign has been running for a long time prior to the election, it is less likely that a reasonable person would think it is aimed at the election. How would a reasonable person see your activity? Would a reasonable person think your campaign is intended to influence people to vote for or against a political party, parties or category of candidate at an upcoming election? Last updated: 24 May 2021 Book traversal links for Does your campaign activity meet the purpose test? What spending is regulated? Purpose test: Intention