



**INTERNATIONAL IDEA**  
Supporting democracy worldwide

## Political Party Strengthening Toolkit - 2018

Political Participation and  
Representation Programme  
[info@idea.int](mailto:info@idea.int)

Through guides, training modules, databases and digital tools, International IDEA supports political parties in the following areas:

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1. Internal Party Organization
2. Policy Development and Communication
3. Intra and Interparty Dialogue
4. Political Finance
5. Party Innovations



# Internal Organization

Long-term strategic  
planning

Inclusivity & gender  
mainstreaming

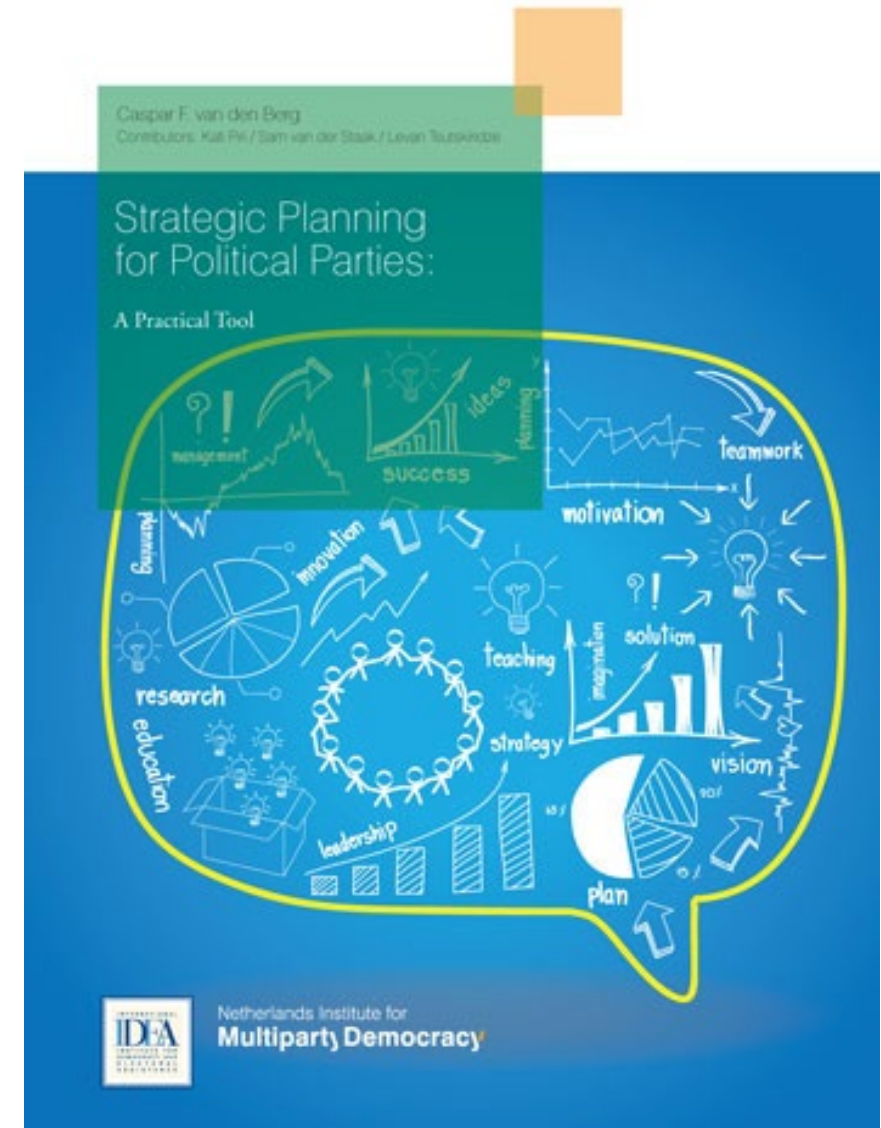
# Strategic Planning for Political Parties

[Strategic Planning for Political Parties: A Practical Tool](#) takes parties through a four-phase assessment of internal and external threats and opportunities to develop a long-term strategic plan.

What can be achieved with this tool?

- Political party members and leaders can:
  - Improve internal party structures and processes
  - Clarify party vision and values
  - Highlight concrete actions to be undertaken (short to long term) to improve electoral performance
  - Develop internal and external communication strategies

The Strategic Planning for Political Parties Tool has been implemented in a number of countries including Georgia, Mozambique, Haiti and Kenya.



# The Framework for Developing Gender Policies for Political Parties

The [Framework for Gender Policies for Political Parties](#) outlines the key considerations for developing internal gender policies and practices as well as measures on gender mainstreaming within parties and party systems.

## What can be achieved with this tool?

Party members and leaders can use this tool to clarify their positions on gender equality and improve gender mainstreaming through:

- Leadership formation
- Internal decision making
- Internal oversight and institutional development
- Candidate recruitment
- Party programmes and platform development
- Outreach to voters and campaigns

The Framework has been implemented in a number of countries including Zambia and Namibia.



**International IDEA**

**A Framework for  
Developing  
Gender Policies  
for Political Parties**

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# Steps for Developing a Gender Policy

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# Policy Development and Communication

Policy development  
methodology

Outreach and  
communication



# Creating Party Policies on Natural Resources

## [Political Parties and Natural Resource Governance: A practical guide for resource policy positions](#)

provides a step-by-step methodology for parties to develop evidence-based and realistic policy positions on natural resources governance.

This methodology can inspire policy development for other issue areas as well. On the basis of clear party positions that come out of this process, political parties' electoral manifestos could be improved and potentially earn parties more electoral support.

## **Political parties and natural resource governance**

A practical guide for developing resource policy positions





# Creating Party Policies on Natural Resources

## **What can be achieved with this tool?**

Political party members and leaders can use this tool to develop policies using a three step process:

- To begin with, each party will perform an internal assessment process to evaluate its capacities and preparedness to engage in the policy development process
  - Conduct an analysis of its current public policy position on the basis of its electoral manifestoes, public statements in parliament, etc.
  - Formulate new or sharpen the existing policy.
- This guide has been fully implemented in Ghana by four political parties, and presented to political parties in several other countries including Tanzania and Kyrgyzstan.

# Outreach on Party Policies

The [Policy Positioning Tool for Political Parties: A Facilitator's Guide](#) promotes programmatic parties and strengthens citizen engagement on party policies through an online voting advice application (VAA). It also creates a feedback loop between the development and outreach processes so that parties can continue to improve policy quality.

**What can be achieved with this tool?** Political party members and leaders can use this tool to create a voting advice application (VAA) by:

- Securing each party's buy-in and public commitment
  - Determining the policy issues to be included in the VAA
  - Designing a communication plan
  - Launching the VAA tool
- The Policy Positioning Tool has been implemented in a number of countries including Ghana and Peru.





# Political Party Dialogue

Dialogue skills and  
facilitation

Comparative dialogue  
experiences

Creating Codes of conduct

# Dialogue Skills and Facilitation

Balancing competition for political power and the ability to cooperate across party lines is a crucial imperative for effective democracy. [The Interparty Dialogue Skills Training Module](#) aims to bridge the skills gap that often affects the quality and delivery of interparty dialogue processes, even when there is political will. This tool is aimed at politicians and dialogue facilitators.

# Interparty Dialogue Skills Training

- Political party members and leaders can use this tool to:
  - Improve knowledge on designing and managing a dialogue process
  - Improve internal party preparedness
  - Improve dialogue skills
  - Promote consensus-building
  - Clarify the role and desired qualities of interparty dialogue facilitators
- [Interparty Dialogue Skills Trainings](#) have been implemented in a number of contexts including: the constitution-building process in Nepal; youth and women participation in political parties in Malawi, Zambia, Moldova, Tanzania, Serbia and Uganda among other countries; and service delivery dialogues with municipal political leaders across party lines in Zimbabwe.
- These trainings have been used to improve dialogue effectiveness at political party, local government and national levels.

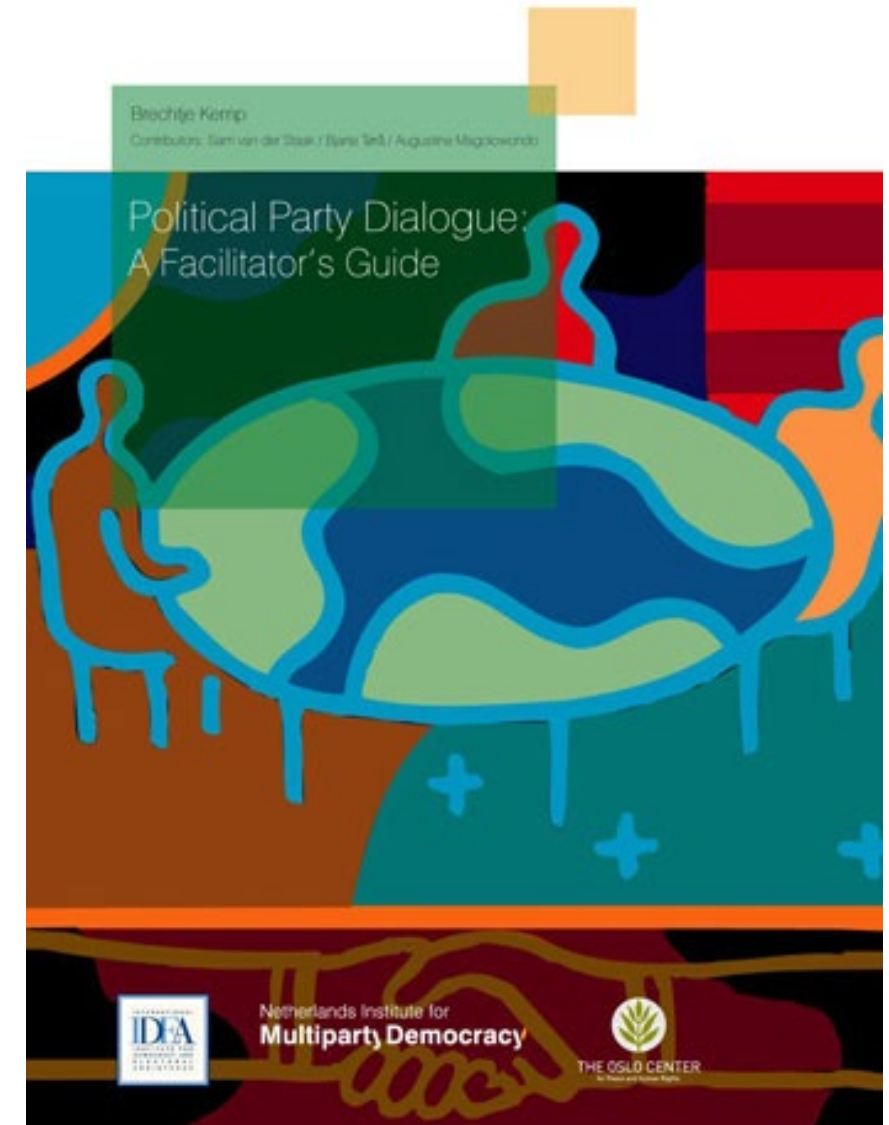
# Comparative Dialogue Experiences

The [Political Party Dialogue: A Facilitator's Guide](#) is a menu of experiences from interparty dialogues in 25 countries with varying political contexts globally. Dialogue facilitators and parties can get inspiration on how to design and facilitate similar processes while balancing competition and cooperation.

## What can be achieved with this tool?

Political party members and leaders can use this tool to:

- Assess the general conditions for party dialogues
- Understand conditions and steps for trust-building
- Convene and organize dialogues
- Set their goals and prepare their agenda
- Ensure meaningful results





# Promoting Ethical Behavior during Elections

Dialogues on Voluntary Codes of Conduct for Political Parties in Elections: A Facilitator's Guide shares experiences, lessons, essential steps and other considerations drawn from the successful implementations of political party dialogue processes.

This tool helps parties to develop codes of conduct that contribute to the holding of peaceful elections.





# Creating Codes of Conduct

Political party members and leaders can use this tool to:

- Hold effective dialogue on a code of conduct in the run up to an election
- Get inspiration from examples of content for codes of conduct
- Better design mechanisms for implementation and monitoring
- Select relevant dialogue participants
- Effectively facilitate dialogue processes

The Dialogues on Voluntary Codes of Conduct Guide offers a number of case studies on voluntary agreements from across the globe including Peru, Tunisia, Georgia and Myanmar.



# Policy Finance

Financial transparency

Money in Politics  
around the world

# Digital Solutions for Political Finance Reporting and Disclosure

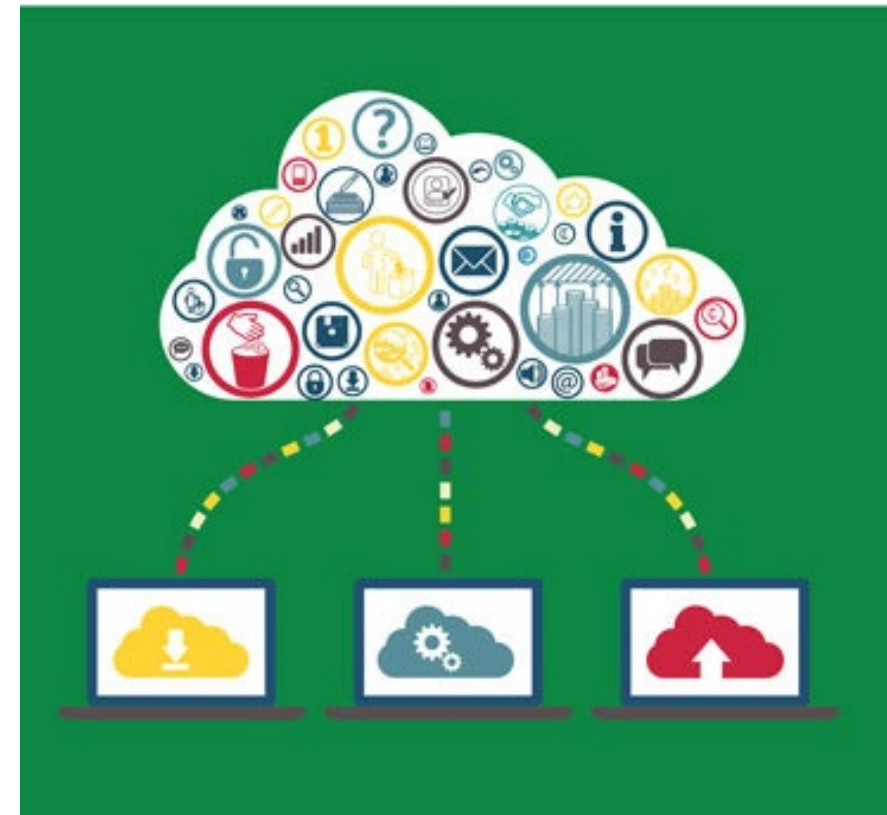
[Digital Solutions for Political Finance Reporting and Disclosure: A Practical Guide](#) provides a framework for building an online- or software-based system for the receipt and publication of political finance data.

Although this tool helps parties establish internal mechanisms to ensure financial transparency, it is primarily for agencies responsible for overseeing the reporting and disclosure of political party finances.



## Digital Solutions for Political Finance Reporting and Disclosure

A Practical Guide



# Digital Solutions for Political Finance Reporting and Disclosure

## **What can be achieved with this tool?**

Political party members and leaders can use the tool to develop a digital system for political finance disclosures by:

- Improving the planning phase to consider end users from the outset of the process
  - Conceptualizing and designing the digital reporting system
  - Explaining how to interpret and utilize the data received
  - Responding to voter feedback and maintaining the system
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- The Digital Solutions for Political Finance Reporting and Disclosure Guide has been implemented in a number of countries including Nepal, Georgia and Moldova.

# Political Finance Database

The [Political Finance Database](#) is a leading source of comparative information and for those interested in money in politics. The database contains information on laws and regulations from more than 180 countries and can be used to compare the prevalence of various provisions between countries and regions.

## **What can be achieved with this tool?**

Political party members and leaders can use this database to look at comparative examples from 180 countries in the areas of:

- Bans and limits on private income
- Public funding
- Regulations on campaign spending
- Reporting, oversight and sanctions



# Political Party Innovations

Tools portal

Democracy labs

# The Digital Parties Portal

The [Digital Parties Portal](#) contains various tools that a political party needs to work effectively in an increasingly connected democratic landscape - whether it is online fundraising or mastering innovative outreach and communication channels.

## **What can be achieved with this tool?**

Political party members and leaders can use this tool to address a number of topics including:

- Elections and voting
  - Party finance and transparency
  - Outreach and communication
  - Web and content management
  - Social media
- The wide range of tools can be used in contexts with stable internet infrastructure as well as in settings with weak connectivity.



# Democracy Labs

The Democracy Labs aim at being an innovation-inducing methodology for political parties seeking to incorporate new methods of operations. The methodology is based on exposure to practices and examples from peer organizations and on rapid prototyping in order to facilitate the incorporation of innovations into political parties' activities.

**THANK YOU!**

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