

Building a Healthy Party

A work book for the Liberal Party

Sarah Jenkins & Karen Gainer
National Democratic Institute for International Affairs
Croatia

What does it mean to be a member of the Liberal Party?

✓ _____

✓ _____

✓ _____

✓ _____

What is at stake? What if the Liberal Party does not elect any Members of Parliament?

■ _____

■ _____

■ _____

How will the Liberal party elect Members of Parliament?

- *{members}*
- *{volunteers}*
- *{supporters}*
- *{financial support}*

The Liberal party message:

★ *The Liberal Party is alive, healthy and working!*

Why do people join the Liberal Party?

- ★ *because I was asked*
- ★ *the Liberal Party is something to believe in*
- ★ *having a say in the politic decisions that affect your life*

My dad, friend, neighbour, co worker is a member:

What are the barriers to joining the Liberal Party?

- *People cannot find us*
- *I do not know who to contact within the party*
- *Some members think they are members already {HSLS}*

- _____
- _____

How do you get people to join or become volunteers?

■ Activity & Personal Contact

- ★ *By being asked*

 - Only if we take the initiative*

- ★ *Only if we are active*

 - People don't join an organization that is dormant*

- ★ *Different triggers*

 - ☞ *Political message* ☞ *local party activity*

 - ☞ *Local politics* ☞ *community networks*

- ★ *Making the decision to join*

Needs to be reaffirmed time and again that it is and was a good idea




What keeps members ACTIVE?

- ✓ *To be involved and part of the party team*
- ✓ *Contact with an MP: new members are very impressed*
 - ☞ *with local elected officials*
 - ☞ *national party officials*
 - ☞
 - ☞
- ✓ *Social events*
- ✓ *Having a local, regional national and international voice*
- ✓

Why do Members become inactive?

- ☞ *the party is not active;*
- ☞ *the local branch office is unwelcoming and scary;*
- ☞ *no relationship with local party members;*
- ☞ *reason for joining is no longer relevant; the issue was addressed;*
- ☞ *no explanation from the party about why it is important to remain a member*
- ☞
- ☞

What should the Liberals be doing?

- ★ *Remind people that it is very important and fun to a Liberal member*
- ★ *We all take responsibility for* 


- ★ *We look after our members*
- ★ *Redefine our activities*
- ★ *Call on all people who are members and give them the message: The Liberal Party is alive and healthy and working and we need your help!*

Making it happen at the Branch Office level

- ✓ Target: ♦♦ *potential new members*
 - ♦♦ *Former members*
- ✓ *Identify one person in each branch office to:*
 - ⇒
 - ⇒
 - ⇒
- ✓ *Work as a team: be Reasonable; Realistic; Flexible; Accountable; and Responsible*
- ✓ *Set aside ___ evenings a week and one morning a weekend from now to election day.*
- ✓ *maintain efficient record keepers to pass information and monitor process*
- ✓ *Ask members for financial support*

Who are your Banner carriers?

- ⇒ *local elected officials*
- ⇒ *county elected officials*
- ⇒ *national elected officials*

What is their job during this period?

Motivate, energize; mobilize voters, volunteers and supporters

How to "*Give Attention to People*"

- ★ *Talk directly to people*
- ★ *face to face*
- ★ *telephone*
- ★

Note: public forums and round tables are not good tools for voter contact

What are we asking our MP's to do?

★ *Welcome new members*

★ *Hold a welcome social*

★ *Phone new and old members*

What are we asking local elected officials to do?



What are we asking our Branch offices to do?



What are we asking party members to do at the local level?



What are we asking National Headquarters to do?



National Headquarters HELP

- ✓ *Lists of current members for each branch office*
- ✓ *Materials provided-leaflets; join and renew forms, scripts, manuals etc.,*
- ✓
- ✓
- ✓

How does the Liberal Party define SUCCESS?

Investment in Party development & membership

✓ *electing members of Parliament*

✓ *achieving political objectives*

✓ *representing the local community*

✓ *engaging & including our members in the party program and activities*

✓

✓

✓