

Campaigns 2010-11

Student & Young Persons Recruitment Pack

- **Get started at Fresher's Fairs**
- **Plan & administrate to win**
- **Use your materials effectively**
- **Key talking points**

£4 where sold

LYMDER-01

**LIBERAL
YOUTH**

Contents

MAY CONTAIN
NUTS

Materials guide & overview

Your printed materials

- Posters
- Freebies

About the campaigns

Running your stall

Asking for help

Killer recruitment

Admin to win

- National membership
- Post-fair checklist

The data problem

Successful recruiting

Events

Any questions?

Contact the office either by email at **liberalyouthadmin@libdems.org.uk** or give us a call **020 7227 1387**. The office is manned during working hours, Monday to Friday.

Alternatively, give Membership Development Co-Chair Rob a ring on **07588 766742** for a quick chat and we'll try and sort it.



**LIBERAL
YOUTH**

Dear Friend,

Thank you for ordering a pack! **You're going to be part of the first Fresher's campaign drive ever with Liberal Democrats in government.** Members like you - and there are more than 5500 of you now - are running stalls at over a hundred and twenty institutions.

This guide will tell you all you need to know about how to start a successful student recruitment campaign.

Liberal Youth provide free material to our member branches across the country. However, they are very expensive to create, so we appreciate any support towards their cost. Please make cheques payable to '**Liberal Youth**' and send them to us along with your feedback form.

If we can be of any further help, please contact us!

Good luck & enjoy Freshers!

Chris Wiggin x

Liberal Youth Campaigns Chair
chris.wiggin@liberalyouth.org



Materials

FROM
WESTMINSTER
WITH LOVE

What have we got this time and what do we do with it?

This guide explains the campaigns that are included in your pack and some handy personal tips from Chris, the Liberal Youth Campaigns chair. If there's anything missing, get in touch with the Liberal Youth Office on 020 7227 1387 or e-mailing liberalyouthadmin@libdems.org.uk. If you need more of any of these materials please contact the office and request a materials order form, as we'll often have more for sale.

Box contents

Your recruitment pack should contain the items detailed here:

- i. 900 postcards, 300 each for the Asylum, Blood Ban, and Environment campaigns.
- ii. 300 "Lib Dems in Government" combined membership forms.
- iii. Posters for the Asylum, Blood Ban, and Environment campaigns, plus one "Liberal Youth" poster
- iv. 20 membership forms and 4 pledge sheets for each campaign (may be photocopied).
- v. 10 bars of "Clegg & Cable's Credit Crunch Chocolate".
- vi. 40 bags, 20 badges, 20 recycled pencils.
- vii. Digital copies of this guide, the forms & pledge sheets to print.



Membership Forms

We understand some branches offer combined branch/LY/party sign-up fees - maybe your union charges an additional rate (unfortunately membership fees cannot be waived to cover this).

If you want to make things easier for your Freshers to understand, feel free to create your own forms beforehand from the templates provided by email. However, the bold fields **MUST** remain on the form in order for us to be able to process your member sign-ups. Remember too that creating and printing forms will take a significant amount of time.

The Brand

We've made a big effort this year to craft campaigns that are eye-catching, and get to the point powerfully on a range of good topics. *Above all this year, we're stressing the importance of "Liberal Youth"; an entity separate from the Coalition government, but which can have a strong influence on it through its status in the Liberal Democrats.*

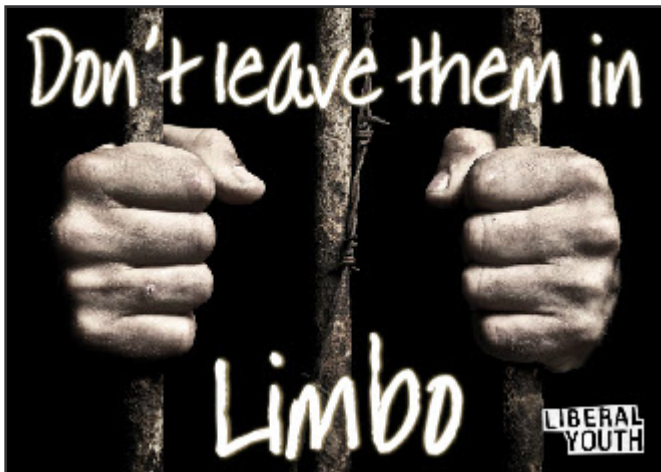
Prints

**WE ALL LIKE
SHINY THINGS**

Campaign Posters

The glossy A3 posters are likely to be the thing people notice first about your stall or presence. Make sure they're as visible as possible. There are lots of ways you can use them, from having them stuck to windows or a table, to using them as part of a display focusing on the campaign.

Posters are of the same design as the postcards that accompany them.



HANDS

*have the **POWER** to **change** the world around them*

LIBERALS

*aim to give **POWER** back to **people***

DEMOCRATS

trust** people **POWER

choose to change people's lives, choose the **LIBERAL DEMOCRATS**

“Homophobia is Gay” badges

These bright pink badges are from one of our most successful campaigns and continue to be very popular. The slogan makes a positive statement playing on the use of gay as a derogatory term. People who are interested in these eye-catching accessories can be told of the consistent record Liberal Democrat record in standing up for LGBT rights; or the recent Coalition decision to overturn Labour’s policy of sending gay asylum seekers back to be “discreet” when they could face torture or death.



<http://www.homophobiaisgay.com>

‘Liberal Youth’ pencils

A no-brainer - use the pencils to sign people up, then let them keep hold of them. Make sure you keep a sharpener nearby!

STRATEGY

Use the materials on your stall as resources to enable you to talk to people. Freshers receive hundreds of leaflets and freebies at Freshers' Fairs. Most of them, sadly, are never read or used.

Handing out lots of leaflets might feel good, but it's not that effective. Freebies are great, but people must make the link to our party for it to have an effect at polling day. And remember, people remember faces and conversations far better than paper & pictures.

So try to engage people by talking to them about your campaigns and use the materials to reinforce what you are saying.

You could consider only giving certain freebies, for example chocolate, to people who join the party

Campaign Pledge Sheets

Perhaps when holding a postcard on the issue, ask passers by whether they’d like to sign a pledge ‘**to take back Parliament**’ or for ‘**donation not discrimination**’. Concentrate on those who seem to be showing an interest, but be as proactive and chatty as possible. If people would like to think about the issue some more, give them a relevant postcard, pointing out the web address where they can sign up online. However, only do this as a last resort, as most people will forget! It is very important to encourage people to sign your pledge sheets as the data you collect is an invaluable campaigning resource (see the later section on Data).

OPPOSITION WATCH

“I was strongly against lowering the [LGBT] age of consent from 18... When it comes to legalising practices that involve serious physical risk, I believe the higher limit should apply. This is the reason why we no longer allow 16-and 17-year-olds into frontline situations in the armed forces.”

- Julian Lewis MP, Conservative Defence spokesman

Campaigns

**SERIOUS
BUSINESS**

Science, not Stigma

The UK needs more than 8000 blood transfusions a day. Demand far outstrips supply. But our NHS systematically excludes men who have sex with other men (MSM) from giving blood. They say that the risks are too great, but this has no basis in the scientific record.

The Coalition government needs to intervene, & stop its citizens dying for want of blood from willing and healthy donors due to homosexual discrimination.

Liberal Youth members across the UK are spearheading a campaign for *Science, not Stigma*.

Talking points

- New tests can screen for HIV and hepatitis more quickly than ever.
- The rules worldwide are totally mismatched:
 - ❑ In Spain & Italy sexuality has no direct bearing on blood donation;
 - ❑ In Australia, someone connected to MSM could be barred for 12 months;
 - ❑ New Zealand, MSM are barred for 5 years; in Israel, barred for 30 years;
 - ❑ In the US & Canada, only men are banned, not other genders who have had sex with those men.
- The United Kingdom imports blood from all of these countries, making a mockery of our domestic restrictions and making the claims about safety irrelevant.
- The NHS fails its duties to keep good blood stocks by not restricting sexually unsafe heterosexuals.
- The health advisory body tasked with reviewing this policy was expected to report back to the NHS in July 2010, then November 2010, now some time in 2011 if ever.

How this campaign helps your branch

1. Reinforces strong bonds between science, rationality, LGBT politics & the Liberal Democrats.
2. The pledge sheet gets you lots of data for people interested in ethical campaigns.
3. Opportunities to campaign whenever the Blood Service roll up at your institution, town, or village.

It's In Our Hands

The environment continues to be an issue of paramount concern. Regardless of opinions on the science or the ultimate outcome, the green future has the potential to create thousands of jobs for young people at the forefront of delivering the change we believe the planet needs. Our generation is in a position to shape which future we wish to see.

This campaign continues Liberal Youth activism on environmental issues. Liberal Youth sent delegates to last year's Copenhagen15 climate conference, participated in the Wave protests, and supported carbon offsetting projects in the UK and Kenya.

The "green agenda" in government is spearheaded by Lib Dem Chris Huhne, the Energy & Climate Change minister.

OPPOSITION WATCH

Backed dirty coal. Ran a third runway at Heathrow through local objections & a court battle. Signed billions of pounds to subsidise new nuclear power in 2009. Failed to get commitments from USA, Canada & China at Copenhagen. Allowed nationalised bank RBS to bankroll Canadian tar sands.

- Labour's record on the environment

Talking points

- The Coalition Government has pledged to be the greenest ever:
 - ❑ A strict emissions performance standard in industry, requiring less polluting factories & no more dirty coal;
 - ❑ Increase the EU emissions reduction target to 30% by 2020;
 - ❑ Establish a green investment bank to encourage new technologies and support community solutions;
 - ❑ Scrap new runways in the south and build high speed rail to the north.
- Most Conservative MPs do not believe in man-made climate change: the Coalition means Britain will act where they would not have done and in ways Labour would not have dared to.

How this campaign helps your branch

1. Green issues concern many students and young people - take on Green societies and rivals as well as highlighting our commitment to a greener economy & better future.
2. Excellent concrete evidence of influence in the Coalition - a Lib Dem secretary of state.
3. The pledge sheet helps you identify members and supporters with an interest in environmental issues.

Don't Leave Them In Limbo

Under Labour, those seeking safe haven in the UK were left to rot, with asylum seekers waiting months and years for a decision, and not allowed the simple dignity of supporting themselves through the right to work.

Liberal Youth believe that Asylum seekers should have the right to basic human dignity, and be allowed to work whilst waiting for their case to be heard, or if it is not safe for them to return, rather than surviving on meagre hand outs from the state.

OPPOSITION WATCH

"Absurd and unreal"... Gay people have the right to be who they are without having to live in fear... "It is not acceptable to send people home and expect them to hide their sexuality to avoid persecution"
- Supreme Court verdict on Labour's LGBT asylum policy

Talking points

- Over 116,000 Asylum seekers were in need of emergency assistance last year: forced destitution is no way to treat those fleeing persecution and does harm to the UK's reputation and business interests.
- Liberal Democrats want to take the politics out of asylum by handing over control to an independent agency, similar to the one in Canada which has much more accurate decision making, with only 1% of cases overturned on appeal.
- Lib Dems would end the deportation of homosexual asylum seekers – we believe that persecution based on sexual orientation is wrong regardless of religious or cultural beliefs. Under Labour there was a policy of trying to deport failed Asylum Seekers to countries where it would not be safe for them to return – such as the case of Adam Osman Mohammed – who was returned to Darfur by the UK and killed on his return, and Mehdi Kazemi, 19, a gay Iranian whose boyfriend had been executed, and was initially denied Asylum by the UK Government, his high profile campaign led to this being overturned after intervention from his Lib Dem MP, Simon Hughes.

How this campaign helps your branch

1. We believe that this is a key human rights issue and will help to attract members with an interest in human rights and natural justice.
2. This is a campaign whereby we are hoping to see a change in the law, and will be lobbying the government on in the winter – this would be a great campaign for you to get stuck into on your campus.

Your stall

PRESENTING YOURSELF

The fresher's fair can be an intimidating place for many - hundreds of people trying to get you to do this, buy that and support them. It can be even harder running a street stall near a school or college, as you might feel exposed or take jeering too much to heart. So it's very important that your branch stands out for the right reasons.

- Avoid behaviour that can appear aggressive as it puts people off. Don't shout at people, or put them down because of their beliefs. It wastes your time and it doesn't look good.
- Look like you are enjoying yourself - **smile!** Avoid being tribally against your rivals - go out of your way to be courteous when referring to them whilst calmly pointing out to stall-goers the policy areas where you disagree.
- Dress to impress - look your natural best at all times.



Wearing your underwear like this is optional - this linked in with a campaign on poverty

Other Ideas for your stall

- Banners: useful for projecting a campaigning image;
- Backboards: screens with the bird of liberty on can often be borrowed from your local and regional party.
- Tablecloth/ sheet: use this to cover up the table and make your stall stand out more. Party colours (golden yellow), or politically neutral ones preferable.
- Blu-Tack, Sellotape and String: you don't want to be begging Conservative Future for equipment to construct your stall, but you also DO want to help friendly societies - the LGBT group, peace campaigners, People and Planet. They will be impressed by your generosity and a first impression is a lasting one.
- A float - you will need to give people change when signing them up.
- A lap-top: entering pledge data directly will save you a job!

Materials for the stall

You want to create the impression (even if it is not yet true) that your group is active, exciting and about to embark on the most exciting year in history. To this end, you should display a wide variety of leaflets, petitions, publications and listings of the term's events for the freshers to peruse.

- Membership leaflets: should be kept prominent to sign people up on the stall itself.
- Keep an "interested" list of those who are not prepared to sign up on the stall.
- List of events: giving details of what social and political events you have organised for the term ahead.

TACKLING THE C WORD...

Liberal Youth's guide to the coalition

"Some people will just want to argue with you. They may feel cheated, or that you lied to them. Don't give up on these people entirely. The Tories are not wholly evil and we are better having influence with them, making good things happen around the country where we can, than just sniping at the government from the sidelines during bad times."

The coalition is better than a minority Conservative government.

The Conservatives dropped more than 200 of their manifesto pledges to get our support. As well as taking liberal ministers & constitutional reform, they stopped being Europhobic, adopted liberal justice & home policies, and accepted the need to break up the big casino banks.

The Lib Dems in Government leaflet shows just how many positive changes have been made in very little time

Despite the Parliamentary arithmetic, the Lib Dem policy team is equal to the Conservative team. There are LD ministers in all departments.

TUITION FEES & EDUCATION

Our six year plan to phase out tuition fees - costing around £4bn a year by year 6 - required the full implementation of our budget and education policies, which the public did not vote for. We remain committed to free education in a Liberal Democrat majority government.

The "Building Schools for the Future" programme introduced under Labour did not work- it didn't cover primary schools & Building Colleges for the Future had already failed.

New Labour were NOT a progressive party

THREE THINGS THAT CHANGED UNDER 13 YEARS OF LABOUR



The "Future Jobs Fund" and "Young Person's Guarantee" cost a phenomenal amount of money per job, with young people being shuffled around from one training programme to the next with no real security or sense of purpose. We want something better. Something that will work for young people and the economy & will present new plans soon.



YOUTH JOBS

People power **THE PARTY!**

GET HELP!

Write a list of all the things that need doing (putting up posters, setting up the stall, etc,) along with when they have to be done by, how long each job will take and arrangements for meeting to do the job. You will find it very difficult to do the lot yourself. But the more specific you are about what needs to be done and how long it will take, the more likely people are to say yes.

Who to ask

Make a list of the names, telephone numbers and addresses of all the people who might help. This should include: **branch members, supportive friends, young local party contacts, the MP or Parliamentary Spokesperson, and young local councillors**, particularly those with students in their wards.

Some people from all the above groups will help if they are asked properly.

Write to them

You should write to (and email) all of them asking for their help. Outline the various things that are planned and stress that you need as much help as possible to make Freshers a success. Say that the more people who help, the easier it will be for everyone.

Phone them

You should also ring round the people on your list. Introduce yourself to anyone who you haven't met before. Check that they have got your letter or email. Stress that every little helps and their help will relieve the pressure on you and other volunteers. Take a note of everyone's responses.

Write to them, or phone them again

Phone or write back to everyone. Thank those who offered help and give them specific details of what is needed- perhaps include this guide. To those who said they couldn't help say that some other people have offered and that if they do find time nearer the date they should get back in touch. The best investment you can make is to spend time getting as many people to agree to help as possible.

Recruitment

OUT FRONT

Recruit all year! Don't assume that a Fresher's Fair is the be-all and end-all. It really isn't. The key is to **ENGAGE** people now, before they switch off for good. Follow these 3 easy steps...

The Hook

The "Hook" is a basic activity innocuous enough that most people will be happy to take part and provide your "captive audience". Getting pledge signatures is a good example of this, which is why we always include these forms in the Campaigns Packs.

This year, you'll find pledge forms for each campaign, as well as for the fairer votes referendum: this should appeal to politically engaged students. The data gathered will be invaluable to the party's referendum campaign.

The Line

Don't just stand there while they fill the form in! Make conversation. Introductory lines such as "Are you interested in the Liberal Democrats at all?" are suitable. After a while, you will probably develop your own "killer" line. The point of this part of the exercise is to establish whether the punter would in any way be interested in your society. If you can't engage them in more than thirty seconds of conversation, then they almost certainly wouldn't join.

The Sinker

If you can start up a conversation however, bring it round to the topic of joining the Liberal Democrats and your branch. Do so, even if they don't appear to be that interested at first; never make assumptions! It may be that they are just shy and that is their way of dealing with the situation.

- It only costs £1 to join (see the "Admin" section) and that gets you membership of Liberal Youth and the Party nationally.
- We are planning lots of activities over the coming year (list them or at least the national events you know of, such as the Liberal Youth Conference, October 22 - 24, in Manchester).
- As a member you get to vote in the elections for Party Leader, Party President, can attend Party conference and take part in Liberal Youth activities and conferences.
- You should always ask: **"So, would you like to join?"** Don't expect them to come to you. The worst thing they can say is no.

Chris's Tips

Even if they won't join, make sure you send them away with a membership form and a Lib Dems In Government leaflet so if they change their minds, they can still join up!



Freshers' Fairs are the best opportunity the party has to recruit new, active members. Because of the restrictions that student unions place on student societies, there can be problems with affiliation and membership fees. This section is designed to make things simple and to provide shiny new cards to your members as soon as possible.

Why bother registering at your SU?

Being a recognised society at your SU is of massive advantage to you. At most student unions, the number one advantage is funding, sometimes to the tune of hundreds of pounds which you can quite legitimately spend on Student Focus leaflets, speakers' expenses and travel and registration for Party and Liberal Youth Conferences.

Even if your student union doesn't provide funding, being a recognised society has other advantages including access to meeting rooms, hiring mini-buses cheaply and gaining political influence through attending your SU's societies committee. If you are intending to stand in elections, this can prove vital, as you will get to know the chairs and presidents of the most active and largest societies in the student union.

At this stage it's probably too late to register with the SU - but do so soon after Freshers if you can. It will make next year so much easier.

Money from the SU

Liberal Youth needs at least £1 (see exemptions in the following box/on membership forms) per member who joins the party in freshers' week to process their membership of Liberal Youth and the Party. Your branch gets to keep the rest. Actually getting this money at certain student unions can prove more problematic than at others as some SUs insist on holding membership fees themselves and will only allow societies to make a withdrawal if they can produce an invoice for a legitimate expense. This can be overcome in a number of ways:



- Charge more: Use £1 for party membership fees and keep the rest as your society fee
- Local Party/friendly activist: If you ask your local party, they may well be prepared to stump up the cash themselves. They may consider this a donation to help you out, or they may prefer to lend the money until you can get it back off the student union.
- Invoice: Liberal Youth can invoice you for the relevant amount in the form of an affiliation fee. Most Student Unions accept this as a legitimate expense.

Recruitment Forms

Your Freshers' Packs include just 20 recruitment forms – make copies at the start of the day and always keep one in reserve to make extra photocopies if you run out! This is all we need along with payment, to complete your new recruit's membership record.

DID YOU KNOW: foreign nationals are permitted to join the party.
--

Why bother with National Membership?

From the point of view of most of your members, national membership to Liberal Youth and the Party is far more valuable than joining your local branch. Most of your members will not be active, and many will not turn up to more than one meeting per year. **However, as a member in Liberal Youth and the Party, they will get:**

- The right to attend all conferences and events, and receive mailings and letters from the party.
- A vote in the Liberal Youth executive elections, elections for Party President and Party Leader.
- A connection to a national movement of friends and activists.

A dwindling number of student branches prefer to just join up their members to their student society. These societies are much more in danger of winding up after a couple of years because of a lack of someone to hand the branch over to after the founders have graduated. You may feel you have explained that membership of your branch does not automatically mean membership of the Party, but every year we get dozens of complaints from students who thought they were joining the Party. It is ALWAYS ALWAYS best to sign them up to both.

Is it really worth all the hassle?

Make the recruitment process as quick as possible by getting your new member to fill in the Liberal Democrat recruitment form first and then just their name and the extra information your SU wants on their form. Doing the paperwork isn't much fun, but it is an important priority after Freshers! You can make your branch's work and yours much easier for the rest of the year if you put a bit of effort in straight away to sort out your administration. Here are some of the key tasks you should do:

1. Put the names and contact details of all your new members, and any petition signatures, into a useable format such as an Excel Spreadsheet, keeping each set of data separate for future use.
2. Compile a list of everyone who expressed an interest, branch members who have lapsed since last year and your current committee members contact details.
3. Send these lists plus the **original petitions, membership forms and payment to the Liberal Youth Office** as soon as you can. Ensure that you enclose ALL the membership fees as the total amount sent must match the total from every form. If these do not match, we will be unable to process any of your new members. **Please note that we will not return this data to you. If you need a copy make sure you take this before posting your forms.**
4. *Sort out your registration forms and grant application (if you have to do one in the Autumn) for your Union*

New first-year members can join the party for £1 if they return their form with payment by 31st October 2010. Renewals will be charged at the standard £6. Forms should be returned with payment (cheques made payable as detailed on membership forms) to LY Membership, 4 Cowley Street, London, SW1P 3NB.



The Data Problem...

Freshers Fairs are great ways of getting your message to potential supporters. However, once the fair is over, many branches find it difficult to target these people again.

Too often, branches are only able to get their message out to small numbers of people or people who already support the Lib Dem cause. This results in potential supporters and voters losing interest. Often this can make it difficult to draw new members and supporters in, resulting in a static, or declining, membership base.

Cause

A lack of data is often the primary reason for being unable to keep up sustained campaign communications. You can't send e-mails without e-mail addresses or invite people to your Facebook group if you don't know their names.

Solution

To keep up momentum, you need data. With it, you can send regular communications to potential supporters, gradually persuading them to become Lib Dem voters, supporters, members and activists. Use the data to invite people to your facebook fan page, send them regular e-mail updates and invite them to events/campaign days.

Collect data at all possible opportunities. On your Freshers fairs make sure you display campaign 'sign up' sheets clearly and don't let someone leave your stall without putting their details down.

When the fair has ended:

1. Input all the data you have collected onto a spreadsheet (a dull, but incredibly valuable task).
2. We need your data! Enter our national Freshers week competition by sending it to liberalyouthadmin@libdems.org.uk, ideally in spreadsheet form.
3. If you post your pledge forms to us please **TAKE A COPY before returning them** to Liberal Youth, 4 Cowley Street, London, SW1P 3NB. We will not be returning this data to you.
4. At every future event, take further sign-up sheets with you to keep building your supporters list.

Benefit

- You will be able to reach a wide membership
- You will gradually convert people from voters or tacit supporters to fully-fledged members and hardened activists.

Data protection

Keep your data 100% secure - password protect your spreadsheet and don't distribute it to anyone other than necessary. Make sure you comply with Data Protection laws by having a disclaimer on your sign-up sheets (like the one on the pledge sheets included). Liberal Youth's standard data protection form is available upon request to liberalyouthadmin@libdems.org.uk - having paper copies of these filled in and filed could save your society's skin.

Contact

**MAKE SOME
NOISE**

The local party

The Liberal Democrats is comprised of many local parties joining together to organize their communities & build a fairer Britain. Many local parties have far more resources & 'manpower' than Liberal Youth will ever have. An excellent campaign run by a local party will need to include people at institutions - schools, colleges, universities, and workplaces.

To find out where your local party is, use the 'Get Involved' link on the federal website <http://www.libdems.org.uk>. Put in your postcode and you should get a contact in your area or close by. This is your first port of call with the party, however, they are almost certainly volunteers with full-time jobs, so don't expect them to answer you straight away!

If you have issues contacting your local party, or if they let you know that they don't have the resources to support you, get in touch with the Members & Development team at Liberal Youth - email memdev@liberalyouth.org and liberalyouthadmin@libdems.org.uk.

Once you make contact with the party locally arrange to visit a constituency office or regional centre to see what help and support is available; be that staff, capital, data, resources or contacts. Find out if they've had previous contact with students and young people, and talk to anyone who was previously involved. Finally, make sure you establish who to talk to if you need help or advice, but again try not to pester them!

Mobilising your Freshers recruits

Maximising the time available to promote a message will maximise it's success.

Liberal Youth recommends that you plan how your branch will campaign over the year, especially leading up to the 2011 referenda and regional elections. A branch plan doesn't have to be binding on what you do but it's helpful to give yourselves some directions and goals. Without them, even the best spirited Liberal drinking club will drift apart.

You get the most impact by direct contact - speaking individually to students if you can & delivering leaflets directly to them. Plan things like leafleting halls of residence for new recruits.

Leaflets will be most effective if they are under students' doors or in 'pigeon holes' when they arrive, as well as in kitchens, coffee areas and bars! Delivering leaflets during Freshers' week is comparatively easy; security is more lax and you should find it comparatively easy to get in. The leaflet will allow those who are interested to know where you are, and to look out for you. This also means that you don't have to rely on potential members not realising you have a stall.



Using Social Media Effectively

Facebook and Twitter are great ways of keeping in touch with your members, and getting new ones! Use them to promote your Fresher's Fair stall, to announce news using direct messages, and to plan and publicise events you're involved with.

A good guide to getting a Facebook page set up quickly is available online here:

<http://mashable.com/guidebook/facebook/>.

Your university may run or support an internet forum or network for freshers and new students - another great place to advertise your presence.

The heart of party politics

It's important to remember what's really important about joining the Liberal Democrats. Young people will question how much influence they could really have while the Conservatives allegedly pull the strings in the Coalition government. Students attention will be distracted by the glossy business & union funded Labervative students stalls, or the unshakeable commitments of the hard left and campaigning societies.

Focus on the social as well as the democratic. Our advice would be to get a good programme of events ready for the first term - a combination of campaigning, social, and political events. Let people know what being a Lib Dem is about - having principles and having fun. Do not get bogged down with the bureaucracy that Students Unions impose on societies, or even the lesser evil that some Party machines are used to - worry about that later - just meet new like minded people and have fun with it. Young people are not used to being comfortable with their politics and values but you can help make it something to celebrate!

Voter registration

As well as promoting Liberal Youth in leaflets, also encourage voter registration.

Your local party should have some of these for postal voters and will be able to adapt them, making it uni-specific. Better Student's Unions will also have voter registration forms available. Once you've designed and checked your form, print them off and put them on your stall, under doors and in common rooms. In particular, target any non university owned student housing or intercollegiate halls, where registration is far less common. Remember, only registered voters will be able to vote in the 2011 local elections or the referendum campaigns - so get people registered regardless of who they support!



Chris's Tips

If you have trouble getting information about students living in private halls, get in touch with us to help you out. We will work with your local council, whose Elections Officer has the power to overrule the Data Protection Act when registering new voters.



Events

IDEAS FOR
YOUR BRANCH

Stuck for ideas for good recruitment incentives? Why not arrange one of these events:

Annual fundraising dinner - book things in advance, find a local Peer or MP, match with a night of festivities...

An LY supported club/event night - from Yellow Submarine in Colchester to LD Love Apple in Bradford these often go surprisingly well...

Good old trusty Liberal Drinks/Thinking and Drinking, involving some sort of liberal premise and copious liquid on hand.

Or if you're after something a little more academic:

Making sure you are in every issue of the student paper: exposure is key. Arrange a stunt to launch your campaign, or write write regular columns/opinion pieces/letters to the editor.

Keep in touch with what your sabbs and reps are up to - people quite like knowing what's going on...

Getting senate or council minutes published when your institution is up to no good - use the Freedom of Information act...

Above all: talking to students and engaging them across campus. We really can't stress this enough.... At a uni this is way more important than leaflets or a focus. Even at places we're quite strong in around 80% of students say politicians never talk to them.



Liberal Youth

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