

Appendix A

LDER - goals and roles; our cause needs you!

Needed: join our social media/on-line team for ideas, campaigns and messaging; on

our website - Ider.org

Facebook - [LibDemsForElectoralReform](https://www.facebook.com/LibDemsForElectoralReform)

Twitter - [@LibDem4ER](https://twitter.com/LibDem4ER)

What about Instagram and TikTok - should we be campaigning there as well?

From our Objectives and 2021-23 plans, you will see LDER has big ambitions and an extensive work programme. This is because we are in a mission-critical period - between now and the next General Election which could be as early as May 2023 - for achieving the reforms that the UK and its voters deeply need.

In 2021, we have drastically upped our game. We are delighted that Wendy Chamberlain MP accepted our invitation to become LDER President, helping us engage with party leadership. We have completely redesigned and relaunched our website - now a comms and campaigning tool as well as repository about us - and last February, launched our Twitter account, jumping in quick time to 800+ followers. We have held superbly attended fringe meetings and zoom sessions, working closely with our cross-party allies such as Make Votes Matter, the Electoral Reform Society, Unlock Democracy and Compass.

And we are growing - over 60 new sign-ups from our September 2021 Conference fringe meetings alone!

Can you help us build further in 2022?

What do we aim to do?

- mobilise more and more LD members to campaign for electoral reform. This means working with our allies such as Make Votes Matter for their Action Days; it means contacting party members across the UK. The way to do this is increasingly through digital comms and campaigns. We know where to go - all we need is help to make it happen.
- We will reach beyond our party members - yes, by working with our allies (see xxx) but also by reaching out ourselves; contacting like-minded organisations and also exploiting social media. We are now aggressively on Facebook and twitter - but where are the core publics to be found? We want to explore Instagram and Tik Tok; can you help? The suffragettes succeeded through grass roots action; let's do the same but also by harnessing 21st century comms technology.
- We are working to engage with diversity and inclusion; and with the green movement. We know electoral reform enables greater diversity and environmentally progressive policies. We will show that electoral reform positively impacts everyday lives, trashing the tired, stale accusations that how we vote and who we elect to represent us is removed from everyday real concerns.
- And much more...
- A social media team,: a key need for us is more bandwidth in digital comms and campaigns. Zoom, the website Ider.org, Facebook, twitter are all invaluable and we need help to keep those channels busy and dynamic. And what about other social media. We are not currently on Instagram or Tik Tok. Should we be? Can you help us?

- You might have only very limited time available; or you might prefer to work on short projects or campaigns, say a few hours a week for perhaps a three month period. Or you might have particular skills to help us on a temporary basis.
- *For example 1*, we gave major support to the Make Votes Matter national action day (July 31). Throughout July, we held online briefings and sent mails and newsletters to maximise the party members taking part. Over July 31 itself, there was intense peak activity on twitter and other social media (as well as actually taking part in the Action Day itself!). Just a short period of time - but with tons to do.
- *For example 2*: an upcoming need is to refresh and redesign our literature - making it available via our website and also having print versions for street campaigns, physical exhibitions and so on.

We already have great people; but we are - frankly - stretched to resource our ambitions. You may not be able to commit to being an elected exec member or co-optee; but you probably have some time; and knowledge/expertise to augment and build on the great work we are already doing.

Remember: this is about saving and revitalising our democracy and building a future liberal society. Any time; any expertise you have will be an invaluable help.

Contact us on info@lder.org with questions, comments and ideas about what we can do. And about what you can do.