

Liberal Democrats for Electoral Reform: Membership Secretary's Report 2024

LDER membership has been growing consistently since the beginning of the year, with peaks in the spring and autumn around conference time. We now have just over 200 members- up from 132 last year! A warm welcome to everyone who joined LDER this year - and thank you to those who have renewed their membership, for the continued support.

Many new people have signed up to receive our newsletters and updates too - we currently have 2040 (1180 last year) people on our mailing list for members and supporters.

Our transition to the "Fleet" content management has helped make the website much easier to navigate. The drop-down menu enables users to join us here...

<https://www.lder.org/join-us>

...and sign up for our updates here:

<https://www.lder.org/sign-up-for-updates>

A special thank you to LDER Secretary Sarah Lewis for liaising with staff at Liberal Democrat headquarters to progress this, and for ensuring that things ran smoothly in the interim.

To make sure we are GDPR compliant, we do need to ask new joiners who have not been in touch with us before for two different kinds of permission, first (very specifically) to contact them about membership payments, and then again to send them regular news about our activities. Thanks to everyone who recently made that two-stage journey, for your patience and understanding.

We started 2024 with a survey for our members and subscribers to our updates, which yielded a great deal of insightful views and useful information, and some very welcome offers of practical support. Those of you who helped with staffing the exhibition stalls and at the fringe events at conference in York and Brighton played a crucial part in growing the membership and encouraging party members interested in hearing more from us to join our mailing list. The results of that first survey have inspired us to conduct regular surveys to follow up with new members and subscribers as they sign up, so that we can learn what we can do together to further our campaign.

We are also most grateful to our allies at Make Votes Matter, Unlock Democracy and the Electoral Reform Society, for helping us to get in touch with Liberal Democrats among their supporters.

Please do not hesitate to get in touch at info@lder.org or helenlder@gmail.com to inquire about any difficulties you encounter with membership-related matters.

It would also be great to hear from anyone who has ideas to share about how we can continue to increase our membership and develop the campaigning activities for our members.