

Harvey for Fundraising – Plain text manifesto

About me:

- Researcher to Christine Jardine MP
- Current Chair of Young Liberals, sitting on YL's Finance Committee
- YL Comms Officer (2022-24), including running GE comms
- Welsh YL Chair (2021-22)
- YL Comms Committee (2020-21)
- Welsh YL Comms Officer (2020)
- Supported campaigning across the country

A plan for change:

- If we want to win elections, get people our events and make our voice heard, we need to raise money and turn a profit.
- I've got the realistic, coherent, and effective plan for fundraising that YL needs:
 1. Telling good stories.
- Planning narrative-driven campaigns for key points in the year, like appeals to support young candidates or conference access fund.
 2. Equipping the Exec.
- Creating generic resources for Exec members such as scripts for talking to potential donors, and generic YL business cards with a donate/Friends of YL sign up link.
 3. Building a brand.
- Working with Comms to aim for a new merch design every 3-4 months, with improved advertising, and building up our Friends of YL contact list and engagement.
 4. Achievable goals.
- Aim to bring in at least £250 for the access fund for each YL conference, and a specific appeal to cover one big cost, such as membership fees for IFLRY.

Contact me

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For People and for Profit, vote Harvey Jones #1 for Fundraising Officer