

Harvey for Fundraising



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, back

Harvey Jones

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