

Braeden Caley- LPCBC Organization Chair Candidate

Fellow Liberals,

With your active support, I hope to be elected as our LPCBC Organization Chair at this November's LPCBC convention in Whistler.

Our party is truly at a crossroads. The 2008 election saw a drop of support for the Liberal Party of Canada in BC to only 19% province-wide. In the Southern Interior, we averaged at 10.5%. In the North, 8.8% - and it's no secret that our organizational difficulties were enormous throughout the seat-rich Lower Mainland and on Vancouver Island.

Liberals working as hard as we do across this nation are counting on us to turn that trend around – and we absolutely can if we choose a serious new organization strategy over the inadequate status quo.

I see significant and specific opportunities for Liberal action, and tremendous vulnerabilities should we fail to pursue them, in areas such as major Chinese Canadian community organizing (crucial in battlegrounds across Metro Vancouver), organizing *both* inside and outside of our major cities, and organizing youth on and off of campuses. That last point is important across all demographic groups and regions: we must once again come to fully recognize the importance of young Canadians to the Liberal cause, and work to include Young Liberals at the heart of our organizing strategy.

I also feel that, as of yet, we have not put in nearly the amount of effort and strategy through 'Liberalist' that is necessary to develop the data-rich targeted organizing that I had the privilege of being a part of on the Barack Obama campaign in 2008. I traveled to Washington, Texas, Pennsylvania, North Carolina, Oregon and Virginia for his campaign, and learned first-hand the power of knowing who your potential supporters are, where they are, what they need to hear, and how to catalyze their motivation into an exciting new calibre of political organization.

We need to recommit ourselves to that kind of targeted and well-supported on-the-ground organizing in BC's North, in the Interior, in the Fraser valley, and on Vancouver Island. We cannot win, and we cannot build the Canada we dream of, if LPCBC is not even showing up to the game in regions the size of Great Britain.

I've served on a Liberal Riding Association for five years now, in Richmond and Vancouver South. I am keenly aware of the impact every dollar or hour of support from LPCBC or LPC can have in a battleground riding. I am also very aware of the consequences for our party's growth when that support is absent. If I am elected our BC Organization Chair, you can count on a renewed aggressive posture from LPCBC when it comes to identifying and delivering Liberal supporters in every corner of this great province.

Let's make sure the world of electoral pain Stephen Harper will experience starts right here on the Pacific coast – by having a serious and ambitious organizing strategy, and by bringing together experienced and new Liberals alike to implement it.

Never doubt that we can win back British Columbia: we not only can, but we must - and we will! We're just getting started, so I really hope I might be able to count on your vote, your ideas and your active support as we move forward.

Let's connect soon,

Braeden Caley



Candidate for LPCBC Organization Chair
Braeden.Caley@gmail.com
<http://www.facebook.com/caleybraeden>
<http://www.twitter.com/braedencaley>