

Conrad Copeland – LPCBC Membership Chair Candidate



In the past year, the Party's membership has expanded to over 100,000 – this has been a great advance and BC has been at the forefront of this growth. We need to capitalise on this growth and success. The challenge is to ensure that these new members are engaged and remain loyal supporters of the Party.

During my time at the LPCBC office, I worked hard to implement the changes we required in the membership process to increase recruitment and bring the Party closer to its members. I now wish to enhance my contribution to the process by serving on the LPCBC Executive as Membership Chair. A strong Membership Chair at the provincial level will allow for BC to be at the heart of the renewal of the Liberal Party's membership base. I believe I bring the necessary strength and experience to the table and will stand as a strong voice for the members of the Party in BC, both current and future.



My strategy is centred on a '36 Riding Recruitment Plan'. This plan involves empowering riding associations so that they can effectively recruit and engage members. With a province-wide coordinated recruitment plan, we will set goals for each riding with the understanding that each riding is unique in its circumstances. It is the role of the provincial executive to build riding associations and provide supportive functions to riding executives. Every riding association should have the capacity to recruit new members and then keep those members engaged; and those that do not have this capacity yet should be assisted by the party executive. I will work with local membership chairs to organise strategies that will effectively work in each specific riding. Increased membership in the party means more supporters and potential volunteers at election time. By engaging and retaining members in every one of British Columbia's ridings, we will be building the foundation for 36 victories in our province.

Retention of party members begins with engagement. We must embrace each new member and make them feel a part of the Liberal family. Through making new members feel welcome and involving them in the functions of the party we can increase retention. We must also supplement the national renewal drive with our own provincial renewal drive. This should occur in January and would focus on members who did not renew before their membership lapsed. Through these efforts and others, I believe that we can grow the membership of our party in British Columbia and so build a grass-roots organisation that will help us win more seats in the next election. I hope that you come to the Whistler Biennial Convention and I hope that you support me in my effort to renew the membership of the Liberal Party.

– Conrad Copeland