

Erich Harvey- LPCBC Membership Chair Candidate



Dear Friends, Supporters and Past Campaign Colleagues,
Grassroots membership building is the best way to strengthen and expand Liberal foundation in BC and in Canada. If the Liberal Party of Canada is going to effectively take back the Prime Minister's seat in Ottawa, we need to rebuild our foundation and expand our grassroots membership in all regions of the country, especially in British Columbia. I believe that I am up for the job of Membership Chair and I hope you do too.

After talking to Liberals, Riding Presidents, and Delegates here are 4 things I believe we must do:

Recruit:

Liberalist™ is an essential new tool, micro targeting can bring more people to the party.
Develop demographic and regional recruitment plans by targeting: youth, women, Aboriginals, seniors, high school students, rural and small communities.
Most importantly, working with the national and LPCBC office, develop a 360 degree Membership Recruitment Plan that looks into every avenue to invite British Columbians to the Liberal Party of Canada.

Renew:

We need to set membership targets for each riding on an annual basis based on current and past membership statistics.
We need to proactively call the membership that are about to expire and make sure they renew their membership
We need to reach out to past members and keep them a part of the party.
Many ridings need assistance with renewal campaigns. Working with the National Office, a targeted membership drive that starts in October and goes until December on a provincial scale will help to build our base.

Retain:

The provincial Executive needs to support our ridings in engaging members. Members that feel like they are part of something special are more likely to stay in the party
We need to work with the Provincial and National office to ensure that members receive more than requests for money from the party – that they feel valued and part of a movement to improve our country.

WE need to continue building on our current structures to retain the interest of membership for the Liberal Party.

Hard Work:

Many of you know me as extremely effective and loyal to getting the job done. I am at no illusion that rebuilding our membership base is easy. It will require dedicated hard work of ridings, executive, LPCBC office staff and every member to achieve this.

Video message: <http://www.youtube.com/watch?v=bN5HbUVgfjg>

More info click here: <http://erichharvey.ca/>

Endorsements: http://erichharvey.ca/?page_id=31

About Me: http://erichharvey.ca/?page_id=2

FACEBOOK: <http://www.facebook.com/group.php?gid=278703195004&ref=ts>

We have an incredible opportunity in BC to engage with public and work to strengthen our membership base. Recruiting, renewing, and retaining our Liberal community is the only way we can achieve this. I ask for your support.

I am always available for hearing any ideas and input you may have on building Party membership in BC and in effect strengthening the Liberal of Canada.

Sincerely,

Erich Harvey

Candidate for Membership Chair of the Liberal Party of Canada (British Columbia)

CONTACT ME

Phone: 778-386-3742.

E-mail: Membership@erichharvey.ca <<mailto:Membership@erichharvey.ca>>