



Liberal Democrat
CAMPAIGNERS & COUNCILLORS

MEMBERS' HANDBOOK 2018-2019

Campaigning Liberal Democrats choose ALDC

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WELCOME TO ALDC

Thank you for being an ALDC member.

Your membership subscription enables us to develop our member services and support more Liberal Democrats to get elected. So please encourage your friends, family and fellow activists to join us too. They can sign-up at: aldc.org/join.

We've grouped our core member services into three categories: advice, resources and training. The ART of campaigning!

We hope you'll use this booklet to help you get the most from your ALDC membership.

We want you to know where and how to find our timely advice, resources and training.

We want your ALDC membership to help you achieve your political aims. And remember, if you ever need anything, please don't hesitate to get in touch.

Best wishes,



Tim Pickstone

Chief Executive, ALDC

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0161 212 1012

WEBSITE

ALDC.ORG

LOGGING-IN

Firstly, to access our member-only content, you'll need to log-in to our website.

To do this on a desktop computer, go to **aldc.org** and click on the Sign In tab at the top right hand of the screen.

On a mobile or tablet, it's also at the top right, click on the burger menu (the three horizontal lines) to reveal it. If you can't remember your password, or if you never had one – there are options on the Sign In page to help you reset or set one up.

Once signed in, from the same Sign In tab (which will change to your name when you're signed in), you can manage your membership and change your password and other details. You can also register for our by-election alerts/results emails, your MyCouncillor site and Connect Casework.

ADVICE, RESOURCES AND TRAINING

Our core member services – advice, resources and training – each have their own sections where we profile their associated sub-services. For example, the Advice FAQ Articles, can be found in the advice section.

The advice and resource section pages have a ‘featured’ box, where we profile our recently produced content, as well as the timeliest bits, e.g. get out the vote checklists during election time.

The training section page profiles our future courses and events in the ‘upcoming’ box.

THE REST OF THE SITE

The homepage is where we profile important news, upcoming events and our latest fundraising asks.

Our most recent – and most important – blog posts feature in the latest updates box.

The Join, Donate and Sign In (or your name if you’re signed-in) boxes appear at the top right on a desktop or behind the burger menu on a mobile device. These are viewable/reachable from any page on the site, so too the search bar and footer.

The blog, where all news and events are added; by-elections, where past results and upcoming dates are listed; events, where you can find out about and book onto upcoming ones; about us; and contact us, showing the different ways you can get in – and stay in – touch with us.

ADVICE

All of our advice offering, including the most recently produced content and timeliest bits (profiled in the *featured* section), can be found here: aldc.org/advice.

ADVICE FAQ ARTICLES

We have a bank of answers to 200+ of the most common campaigning and councillor related questions.

The Advice FAQ Articles are split between 11 different topics – ranging from campaign tools to election law – and are only for ALDC members.

We update the answers regularly to ensure they're still correct and we add to them as and when new queries arise.

To view them, go to: aldc.org/advice-faq-articles.

ADVICE SERVICE

If you can't find the answer to your query in our bank of Advice FAQ Articles, or you need further clarification, then use our Advice Service.

It's for ALDC members to contact us to get their campaigning and/or councillor questions answered.

If you're logged-in to our website, you can use the online form (aldc.org/advice/advice-service) to contact us (or you can email: advice@aldc.org).

Or call us on **0161 212 1012**, 9.30am – 5pm weekdays (we have an answerphone outside of office hours).

There's a different staff member on duty each day; all of whom are experienced campaigners and/or councillors.

We can answer most advice queries quite quickly, but if you stump us, we'll source a response from elsewhere and get back to you ASAP.

We aim to respond within 24 hours to all online queries.

BOOKS

We regularly produce books which are available at a reduced rate for ALDC members.

Find out more/order them from: **[aldc.org advice/books](http://aldc.org/advice/books)**.

TOOLKITS

We have a series of toolkits which feature everything you need to improve your campaigning – templates; helpful advice, guidance and best practice. These cover topics such as approval and selection; and single-issue campaigning.

We also have a range of campaign packs jammed full of helpful tips, templates, campaign plans and best practice. These materials are for ALDC members only and we add new ones regularly.

Get them at: **aldc.org/advice/toolkits**.

RESOURCES

All of our resources offering, including the most recently produced content and timeliest bits (profiled in the *featured* section), can be found here: aldc.org/resources.

TEMPLATES

We have hundreds of searchable best practice templates, split across 10 categories. The easy to use designs – from Focus to annual reports – will save you valuable campaigning time and they're suitable for all, no matter your level of experience and regardless of your campaign (local or national).

We regularly produce new templates, which we feature in our weekly member email, Local Campaigner and highlight in the resources page's 'featured' section (aldc.org/resources).

View the templates, which are for ALDC members only, at: aldc.org/resources/resources-library and click the 'templates' tab/folder.

CAMPAIGN IDEAS

We provide ideas and inspiration to aid your campaigning on local and national issues. Whether you're after a web story, council motion or an infographic; our regular campaign ideas will provide you with the necessary tips, guidance and resources to use for your local campaigning.

We highlight significant awareness days/weeks/months of the year to campaign (e.g. National Volunteers Week), and provide you with the necessary templates for your own leaflets and websites.

We feature our latest campaign ideas, in our weekly member email, Local Campaigner. View our latest campaign ideas: aldc.org/tag/campaign-ideas.

MYCOUNCILLOR WEBSITE

Do you have your own website to talk to voters? If not, as an ALDC member, you can get hold of a free MyCouncillor website.

You can tailor your site to your needs and time; use it to its full blogging potential, or simply as an online business card. You can choose to use it as a personal website or to represent your ward/local campaign team.

Sign-up to get one: aldc.org/resources/mycouncillor-website.

RESOURCES LIBRARY

The library contains different resources: from practical items such as logos and fonts; to specific items for agents, membership secretaries and to help you manage your council group. It's searchable, split into six categories and is only for ALDC members.

We regularly add additional items, which we feature in our weekly member email, Local Campaigner. We also add these to the resources page's 'featured' section (aldc.org/resources).

View the Resources Library: aldc.org/resources/resources-library.

TRAINING

All of our training offering, including upcoming courses, events and webinars, can be found here: aldc.org/training.

KICKSTART WEEKENDS

Kickstart is the Party's premier residential campaign training weekend which we run twice a year (summer and autumn).

Come along to get tailored, professional advice; training and bespoke mentoring for your team from experienced and successful Liberal Democrat campaigners and councillors. ALDC members benefit from discounted rates.

The price includes all of your meals and accommodation. It's held at Yarnfield Park in Staffordshire.

Future dates:

- 6-8 July 2018
- 23-25 November 2018
- 28-30 June 2019
- 22-24 November 2019

Find out more and book: aldc.org/events.

LOCAL TRAINING

We provide a range of training opportunities throughout the year, covering as much of Great Britain as possible:

Motivate days: One-day bespoke training events organised by a local party, but open to a wider area. The organisers can tailor the day's sessions to ensure their needs are met. We provide the trainer(s), material and cover our own travel costs. The organisers are responsible for the venue, refreshments and local promotion.

Group away-days: We can mentor and facilitate group away-days. The content will be agreed with the group and they're responsible for arranging the venue/refreshments. Groups in group membership are entitled to a free annual event. For non-group member groups, there's a standard charge.

Technical training days: We provide training to use Connect (half-day), MyCouncillor and PagePlus (full-days). Events are normally organised on a regional or county basis.

Be a Councillor Programme:

In partnership with the Local Government Association (LGA) Lib Dem team, we run events for people interested in being councillors. They cover approval and selection procedures and on increasing diversity amongst our candidates and councillors.

Find out more about our local training opportunities: aldc.org/training/local-training.

WEBINARS

We run regular webinars – live online training sessions – where we provide timely advice on a different topic. To take part, all you need is a computer and an internet connection; and you can ask or send through questions. These sessions are free, last no longer than 45 minutes and are only for ALDC members. Find out more: aldc.org/training/webinars.

CONFERENCE

We provide training at each of the party's conferences – Federal, Welsh, Scottish and most English regions – alongside exhibiting and running fringe events. We promote our training sessions in the lead up to a conference here: aldc.org/training/conference.

GRANTS AND FINANCIAL SUPPORT

We administer and raise funds for a number of grant schemes to help Liberal Democrats campaign. In 2016/17, we distributed over £130,000. Our grant and fund schemes include:

G8: A grant scheme supported by funds from the Federal, English, Scottish and Welsh Liberal Democrats. It's managed by the G8 committee and it provides: **Kickstart subsidies** – the first 125 places at each weekend are discounted; **Grants** – for local election target wards; and **Campaign support** – for local election target wards.

ALDC FIGHTING FUND:

It's made up entirely from individual donations, accepted all year round. The ALDC Management Committee set the criteria for grants. The fund spends whatever's been donated and grants can be made when money's available.

LOCAL BY-ELECTION FAST TRACK GRANT:

It can be requested if you have a by-election in a marginal ward that you stand a genuine chance of winning, or is a realistic ward to gain within the next council cycle. The grant is funded by the Fighting Fund.

VOLUNTEER BY-ELECTION PHONE BANK SUPPORT:

We run a weekly phone bank that is supported by the Fighting Fund. You can access it if you have a by-election in a marginal ward that you stand a genuine chance of winning, or is a realistic ward to gain within the next council cycle.

START-UP GRANT: We provide advice, training and a small start-up grant to help a new team starting out. This is available to council areas and local parties with less than two Lib Dem councillors. The grant is funded by the Fighting Fund.

ALDC LOCAL ELECTION APPEAL FUND:

The appeal is live from January to May. The ALDC Management Committee set the criteria for grants. The fund spends whatever's been donated.

If you're unsure, why not apply and see? Find out more: aldc.org/resources/grants-financial-support.

FIGHTING FUND

We set-up the Fighting Fund to help Lib Dem campaigners fight key local government by-elections and to get campaigns going in development areas.

A small group of activists can kickstart the success needed to one-day win council seats and MPs. We need more of this local level campaigning, and that's where our Fighting Fund – and your generosity – come in.

A regular donation, no matter how small, is the perfect way to make a sustainable, affordable and practical contribution to our work. It enables us allocate funds to build campaigns over the long-term, rather than providing a quick fix.

Why we need your donations:

- To ensure we stand in each council seat
- To contest all local authority by-elections
- To reduce the number of 'black hole' areas (place with no Lib Dem councillors)

What your donations are spent on:

- Local by-election fast track grant
- Volunteer by-election phone bank
- Start-up grants

Find out more and donate:
aldc.org/donate

GET INVOLVED

ALDC MANAGEMENT COMMITTEE

Our Annual General Meeting (AGM) takes place at the party's autumn conference and all members are encouraged to attend. The Management Committee is responsible for running ALDC between each AGM and elections to join it are held every two years. There are also a small number of co-opted places on sub-committees looking at particular areas of work.

VOLUNTEERING

We rely on the help provided by members volunteering to deliver much of our training and events programme. This includes the trainers and mentors at Kickstart Weekends, Motivate days and at regional/national conferences. Training is arranged for our training volunteers through the party.

We also rely on the help of volunteers at our Manchester offices to run the weekly by-

election phone bank, which helps Liberal Democrats win local council by-elections. We are always happy to talk about other volunteering opportunities to match your skills.

WORK EXPERIENCE AND INTERNSHIPS

We have a proud record of having some of the brightest and best through our doors as work experience placements and internships.

Work experience placements are unpaid, but we cover expenses. Placements are for a minimum of one week and candidates must be over 18.

Our internship programme positions are paid roles and last for one year. Vacancies are advertised on our website.

For more information about volunteering, work experience and internships: info@aldc.org or call **0161 212 1012**.

KEEP IN TOUCH

LOCAL CAMPAIGNER EMAIL

Our weekly members-only email which we send on a Wednesday. It features our latest advice, resources and training, as well as campaigning ideas and news from the Local Government Association (LGA) Lib Dems. If you don't receive it, get in touch and we can rectify this.

LOCAL CAMPAIGNER MAGAZINE

We produce a printed members' magazine, which we mail to you quarterly. If you don't receive this, get in touch and we can rectify this.

SOCIAL MEDIA CHANNELS

Follow and interact with us:

- Facebook Page: [/ALDCUK](#)
- Twitter: [@ALDC](#)
- Instagram: [/assoclibdemcllrs](#)
- Flickr: [/ALDC](#)

WEBSITE — BLOG FEED

Everything that we produce – all resources, news and events – are added to our website's blog feed: [aldc.org/blog](#).

BY-ELECTION ALERTS AND RESULTS EMAILS

You can sign-up to receive our by-election alerts email, which we send on a daily basis as and when they are called. On a Friday morning we send out a by-election results email too, sharing the previous night's figures. You can sign-up to receive both of these when you are signed-in to the website (click your name and you'll see the option to sign-up).

FACEBOOK GROUP

We have a member-only Facebook Group for you to discuss things in a safe and private space with over a 1,000 like-minded councillors and campaigners. To join, search ALDC within Facebook and then request to join, we'll then approve you.

Campaigning Liberal Democrats choose ALDC

We're a membership organisation that provides advice, resources and training for Liberal Democrat councillors and campaigners across Great Britain.

CONTACT US

We're open 9.30am – 5pm, Monday to Friday.

ALDC, 23 New Mount Street, Manchester M4 4DE

w. www.aldc.org  [/ALDCUK](https://www.facebook.com/ALDCUK)
t. 0161 212 1012  [@ALDC](https://twitter.com/ALDC)
e. info@aldc.org  [/assoclibdemcllrs](https://www.instagram.com/assoclibdemcllrs)