

# ADVICE

ALDC

Liberal Democrat  
CAMPAIGNERS & COUNCILLORS

We help our members on the phone, via email and face-to-face at conferences, events and training courses. Our website ([aldc.org](http://aldc.org)) is our hub for information about campaigning, winning elections and reaching your voters. Login to search for blog posts, articles, templates and all our resources.

## Advice Service

- If you can't find the answer online, on the blog or if you need clarification, contact our Advice Service, staffed by experienced campaigners and councillors. Call: **0161 302 7532**, 9.30am–5pm, Mon to Fri. Email: [advice@aldc.org](mailto:advice@aldc.org)

## Advice articles

- Search our member-only bank of 200+ advice articles written by experts from the ALDC team.
- Topics include: election law, finance and being an agent; helping you be an effective councillor; campaign ideas and tips; finding candidates, standing for election and growing your local team.

## ALDC Local Campaigner newsletter and emails

- Our regular *Local Campaigner* newsletter covers ALDC news and events, campaign inspiration and advice, as well as membership updates on fundraising and volunteering.
- Our weekly emails highlight informative resources helping ALDC members stay on top of recent developments with links to templates, articles, model council motions, advice and more.

## Books - 50% discount for ALDC members

- We publish a range of books covering fundraising, messaging, communicating with voters, winning wards and how to be a councillor.



*“ALDC provide a one stop shop resource for new campaigners to gain the knowledge required to win. Having won a seat, the support continues. If you are serious about growing the number of Lib Dem councillors on your council, then ALDC membership is a must.”*

**Cllr Christian Hogg,  
Liberal Democrat  
Deputy Group Leader,  
Peterborough Council**

# OUR BOOKS – HALF PRICE FOR ALDC MEMBERS



## Fundraise to Win

Key fundraising principles, advice, and fundraising ideas. Guidance on how to find and approach high donors and begin legacy fundraising. Technical advice on PPERA, GDPR and allowable donations.



## Messaging to Win

How to communicate with the right audience, make sure they understand who we are and crucially vote for us. Covers tactics for getting the message right, promoting candidates and how we squeeze the third party.



## Pick a Ward and Win It

Winning a council seat from the beginning, building your team, technical advice on leaflets, direct mail and canvassing, planning your campaign and communicating with voters year-round.



## How to be a Councillor

What exactly do councillors do? Understanding your local authority, your ward, doing casework and managing your time effectively. How to work with partners inside or outside your council.



*"Coming from a small local party, we've started several ward campaigns from scratch. 'Pick a Ward and Win It' is an amazing resource for both our new and more established members."*

**Eleanor Kelly, Rochdale Liberal Democrats**

> BUY OUR BOOKS AT: [ALDC.ORG/SHOP](https://aldc.org/shop)