

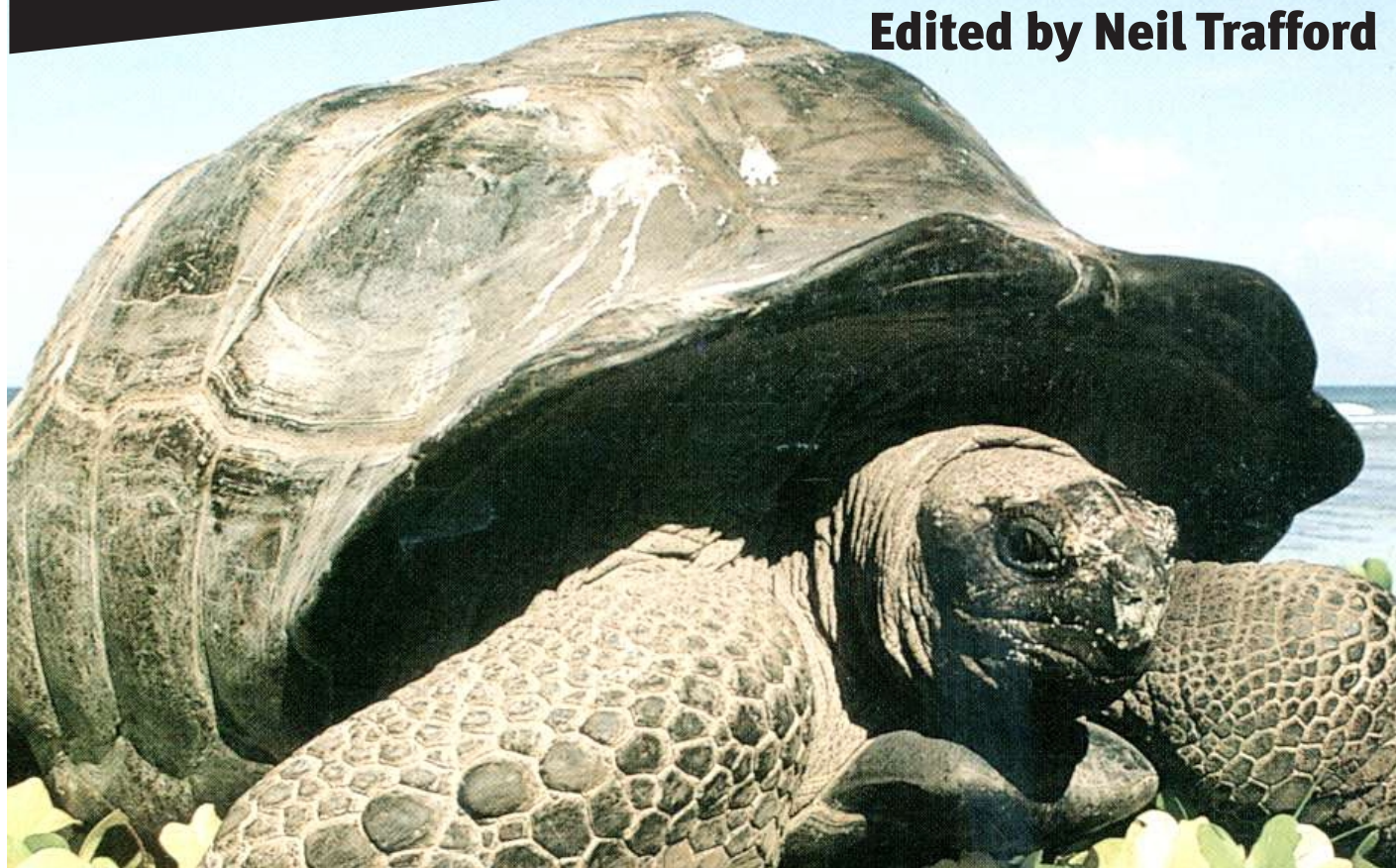
Election Briefing



5

March 2003

Edited by Neil Trafford



**BEWARE
Slow starters
don't always
win!**

- **Make sure your phone numbers are TPS cleaned (usually by EARS) so that you can telephone canvass**
- ***Get your canvassing leaflets and posters printed***
- **Agree the final version of your literature timetable**
- ***Artwork a draft of your election leaflets***

Election Briefing is edited by Neil Trafford, ALDC Information & Conferences Officer, and sent to all councillors up for election, group leaders with elections next May as well as candidates, agents and election organisers that ALDC has been told about.

If you know of any one else who should be receiving Election Briefing then please contact Pascale Jenkins at ALDC, The Birchcliffe Centre, Hebden Bridge, West Yorkshire, HX7 8DG, 'phone 01422 843785, fax 01422 843036, e-mail aldc@cix.co.uk, web site: www.aldc.org.

**Artwork
Enclosed:**

**A3 leaflet
Eve of Poll
Good
Morning**

Inside This Issue:

Getting Nominated - Page 2 - 6
**Putting the 'e' into your election
preparations - Page 8**
Keep Track of the Cash - Page 17
Polling Day - Page 18
The Last Week - Page 19 - 21

Important Expenses Information

Election expenses must be submitted no later than June 5th (June 6th in Scotland) - so don't get caught out.

Local election expense limits are £242 + 4.7p per elector.

Two candidates in one ward will share 1½ times the single candidate expense limit. Three candidates in one ward share twice the single candidate expense limit.

If there are more than three candidates in a ward then the total expense limit will be 2/3rds of the individual allowance for each candidate (eg six candidates get four times the individual allowance).

Nomination Papers - The Golden Rules

- 1** Talk to your Returning Officer in advance and find out what he will and won't accept.
- 2** Get them in in plenty of time. Don't wait till the last minute so that you can surprise the opponents. The only one surprised will be you when your nomination is ruled invalid and you haven't got time to do another one.
- 3** This year nominations close at noon on Tuesday April 1st. ALDC's strong advice is to submit them by noon on Friday March 28th. Most returning officers will check they are OK there and then. If something is wrong you will have four days to get it sorted out.
- 4** If you run into any serious problems call ALDC 01422 843785.



Filling In Nomination Papers

Completing nomination papers is not complex but there are a few pitfalls to avoid.

Every year we hear from people who have missed out because their nomination papers were ruled invalid. Follow these pointers and the golden rules at the bottom for a hassle-free nomination.

The nomination paper

- 1** Division name, council name and date of election should be pretty obvious!
- 2** Where a candidate is known by a different name then list their full name and put their common name as "Also known as". Full names should be listed - initials are not sufficient.
- 3** The description should be Liberal Democrat (or alternatively Liberal Democrat Focus Team) not housewife, farmer or six foot two with blue eyes!
- 4** The candidate's home address should be listed in full - this is not necessarily the address at which they are listed on the electoral register.
- 5** The form just asks for names and signatures, however some Returning Officers have been known to rule invalid a nomination paper where it was signed differently to the entry on the electoral register (eg the entry on the register is John G Smith and the nomination form is signed as George Smith). While the election law book Schofield says "The Rules say signature and mean signature," it can save trouble by checking this point with the returning officer in advance.
- 6** The electoral letters and numbers should be taken from the paper register. Check that you are using the final version and not the draft. Someone who is under 18 may sign a nomination paper provided they will reach 18 before polling day.

The consent to nomination

- 1** The candidate must be a Commonwealth or EU citizen and over 21 on nomination day.
- 2 to 5** Only one of these categories need be completed. However if your only qualification is being on the electoral roll, and you drop off for some reason, you will lose office so you should complete as many as are applicable. These qualifications all apply across the whole council area.

For further information on qualification and disqualification see the January edition of Election Briefing. Call ALDC if you missed it.
- 6** The witness does not need to live in the ward or be an elector.

The certificate of identification

- 1** The Delegated Nominating Officer (DNO) is the one appointed by your local party - they should have notified the Returning Officer who they are.
- 2** Each DNO is for a particular specified area.
- 3** The candidate's name and address and ward/council details should be the same as on the nomination form.
- 4** The candidate's description **MUST** be the same as on the nomination form. It is permissible to amend the title Liberal Democrats (e.g. Liberal Democrat Focus Team, Bloggstown Liberal Democrat)
- 5** The DNO should sign the form as correct - NB it is **NOT** advisable to sign blank identification forms.
- 6** Candidates have a choice of party emblems - we would recommend that candidates in England use the "bird and name" version.

Nomination Paper

Election of a Councillor

for the

1

.....Ward of the

..... Date of election.....

We the undersigned being local government electors for the said ward do hereby nominate the undermentioned person as a candidate at the said election.

Candidates Surname	Other names in full	Description (if any)	Home address in full
	2	3	4

	SIGNATURES	NAMES IN CAPITALS	ELECTORAL NUMBER	
			Distinctive Letter(s)	Number
Proposer	5		6	
Seconder				

We the undersigned being local government electors for the said ward to hereby assent do the foregoing nomination				
---	--	--	--	--

1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				

Nomination Paper

Election of a Councillor

for the

.....Ward of the

..... Date of election.....

CANDIDATES CONSENT TO NOMINATION

I, (name in full)
of (home address in full)
..... hereby consent to my nomination as a candidate for election as councillor for the
..... ward of the

I declare with reference **1** day of my nomination I am qualified and that if there is a poll on the day of election, I will be qualified to be so elected by virtue of being on that day or days a Commonwealth citizen, a citizen of the Republic of Ireland or a citizen of another Member State of the European Community, who has attained the age of 21 years and that

(a) I am registered as a local government elector for the area of the **2** named above in respect of (qualifying address in full)

.....
and my electoral number (see note below) is

OR (b) I have during the whole of the 12 months preceding that day or days occupied as owner or tenant the following land or other premises in that area (description and address of land or premises) . **3**

OR (c) My principal or only place of work during those 12 months has been in that area at (give address of place of work and where appropriate, name of employer)..... **4**

OR (d) I have during the whole of those twelve months resided in that area at (give address in full) **5**

I declare that to the best of my knowledge and belief I am not disqualified for being elected by reason of any disqualification set out in section 80 of the Local Government Act 1972 (a copy of which is printed overleaf) and I do not hold a politically restricted post, within the meaning of Part I of the Local Government and Housing act 1989, under a local authority within the meaning of that Part.

Signed.....

Date.....

Signed in my presence

Signature of witness.....

6

Note: A persons electoral number is his number in the register to be used at the election (including the distinctive letter of the parliamentary polling district in which he is registered) except that before publication of the register his number (if any) in the electors lists for that register shall be used instead,

Certificate of identification for Liberal Democrat candidates

I, **1** [delegated nominating officer]
of [address]

have been appointed by the registered nominating officer of the registered political party *Liberal Democrats* (also registered as *Democratiaid Rhyddfrydol Cymru*) to authorise the use of any description which is likely to lead voters to associate a candidate with the registered party and also to authorise use of the party's emblem by local government candidates for any divisions or wards of any Principal Local Authority and any Town, Parish or Community Council contained within the area of:

..... **2** [constituency(s)/council]
and all Parliamentary candidates for the Parliamentary Constituency(ies) of:

..... [constituency(ies)]

I hereby give notice that:

..... **3** [candidate's name]

of: [candidate's address]

To avoid any confusion, use the same form of name and address that is used on the Nomination Form.

is a candidate for the

..... [ward & council or constituency]

and is authorised to use the following as their description: **4**

.....
[The description here must be identical to the description used on the Nomination Form. See below regarding use of logo.]

Signed: **5** [delegated nominating officer]

Date:

Request for use of registered emblem

I, [candidate's name]
hereby request that the Liberal Democrat registered emblem indicated below is used against my name on the ballot paper.

Signed: Date:

Indicate choice of one emblem only by ticking the appropriate box.

☐**6**☐☐

LIBERAL DEMOCRAT IMAGE

Tel/Fax 01252 408282

11 High Street, Aldershot, Hampshire, GU11 1BH

Email libdemimage@ldimage.demon.co.uk

Website: www.libdemimage.co.uk



Liberal Democrat Image in association with ALDC will be attending regional conferences. Place your order by phone and collect at conference and save p & p. Look in Lib Dem News for conference venues near you.

ELECTION MATERIALS

LDI 136	Pack of 10 Rosettes one Tier	£8.50
LDI 137	Rosette two tier	£1.65
LDI 139	Rosette three tier	£1.95
LDI 154	Tellers Pad	£1.00
LDI 131	Orange Vote Lib Dem Poster (25)	£4.50
LDI 132	Orange Vote Lib Dem Poster (10)	£2.00
LDI 048	Badge Lib Dem (10 pack)	£2.50
LDI 125	Balloons Yellow Lib Dem (25)	£4.50
LDI 001	Single Clipboard Yellow	£4.50
LDI 002	Single Clipboard Black	£4.50
LDI 003	Foldover Clipboard Yellow	£5.50
LDI 004	Foldover Clipboard Black	£5.50
LDI 061	Focus Bag short handled	£3.00
LDI 061	Focus Bag long handled	£3.50

The above prices are plus postage and packing

Be the FIRST to Know!

Get the week's council by-election results sent to you on a Friday direct to your mobile phone - the easiest way to keep in up to date on the Party's local election fortunes!

The SMS By-election results service costs just £2 a month, and works across all mobile phone operators. You will be sent up to two texts weekly with the key results following compilation by ALDC.

Subscribe on-line at online at:

www.libdemtools.co.uk

...or complete and send the below form and a cheque for £24 for your first years subscription (payable to 'Foci') to:

**Foci Results Service
12 Russell Mews, Brighton BN1 2HZ**



Name:

Address:

..... **Postcode:**

MOBILE NUMBER:

Email address:

Putting the ‘e’ into your election preparations

by Mark Pack, Internet and Communications Officer, Campaigns Department

Just as your leafleting campaign steps up a gear in the run-up to May, your Internet campaign should also be doing so.

Website

The key things to ensure are:

1. Is the website address going out on all your literature?
2. Are the key messages on the front page of the website the same as what you are putting in Focus?
3. Is the bar-chart you are using in your leaflets also prominent on the website?
4. Are you asking for and collecting people's email addresses?
5. Do you have a legal imprint?
6. If your local party has a website, check that it is listed on the federal party's website, www.libdems.org.uk (click on "People" and then "LibDems in your area"). All the sites listed here are also

added by the Campaigns Department to the DMOZ and Zeal Internet catalogues – both of which are widely used by Internet search engines. So you get a treble benefit making your site easier for voters to find. If your site is not currently listed, just send an email to EcampaignTeam@libdems.org.uk

Email

You'll get the best response to your emails if you send them out with useful local information all year round – and don't just wait to hit people with political information at election time. Even simple messages about bin collections over the bank holiday, what can be picked up by recycling collections or dates and times or area assembly meetings are often very popular – and helps build up your image as wanting to keep residents informed

and involved.

The key things to check are:

1. Are all your email addresses being stored in EARS? If you are not sure how to do this, get a copy of the newly updated Email Campaign Guide from Liberal Democrats Online (<http://online.libdems.org>). It is available for free from their members-only website – and membership is just £5 a year.
2. Do you ask for email addresses on all your literature?
3. Do you have a sensible email address the messages can come from?

This time's top tip

Sending an email that tells people when a local meeting is happening? Why not include a link to www.multimap.com, taking people direct to a map showing the location of the meeting?



Good Morning!

Printed by Published & Promoted by on behalf of



Good Morning!

Why we're backing the Focus Team!

The Focus Team's pledge to YOU

A vote for the Liberal Democrats is a vote for all year round service and action from our new local councillors.

- Local Councillors who are regularly available to deal with problems and complaints.
- Local Councillors who keep YOU informed and seek YOUR views through regular Focus community newsletters.
- Local Councillors who will speak up strongly for ALL local people.
- Local Councillors who will fight all year round to get things done for our area.

Three things to remember...

Local resident
picture

Short piece saying why they are voting Liberal Democrat or not voting for the others

Local resident
picture

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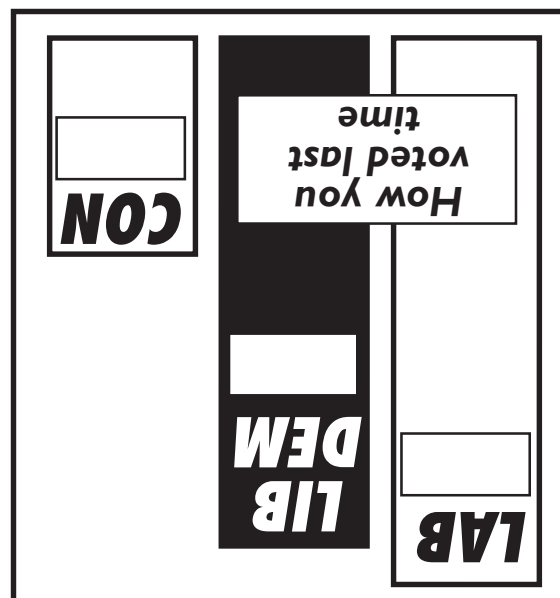
Short piece saying why they are voting Liberal Democrat or not voting for the others

Don't leave it up to others to elect the Liberal Democrat focus team - they may be leaving it up to you!

The Conservatives cannot win here. Votes for the Conservatives will just help Labour sneak back in again

Last time Labour only narrowly beat the Liberal Democrats

Only the Liberal Democrats can beat Labour here.



Print on A4 and fold into thirds with the "crucial question" and squeeze messages on the outside

The crucial question in tomorrow's election is:

Who has a record of service and action we can rely on?

Printed by Published & Promoted by on behalf

3 things to remember about tomorrow's election

1. The Liberal Democrat Focus team are the only people with a record of action for local people.

2. Only the Liberal Democrats can beat Labour tomorrow. Votes for the Conservatives will just help Labour sneak in again.

3. We need a strong team of councillors. The Liberal Democrat Focus team will work to get the best for local people. Back them to win tomorrow.



Back the Focus Team For action on Thursday IF THEY WIN

Your Liberal Democrat team is the best choice for local people on Thursday.

They are the ones with the record of action, the ones we can rely on to get things done.

If they win on Thursday, so will local people.

Action photo

**The candidates we can
rely on to get things done**

Action photo



Action photo with the
candidate/Focus team all
together

"We are determined

The candidates with a
record of action

to put local people
first and get action
for our community"

SO DO YOU!

**Remember, only
the Liberal
Democrats can
beat Labour here
on Thursday.**

**Votes for any other
candidates will just
help Labour sneak
back in.**



Printed by _____, promoted and published by _____

on behalf of _____

(Liberal Democrat) both at _____

Liberal Democrats Putting People First

Liberal Democrats - Working For You







**The
team
with
the
proven
record
of
action**

**Your polling
stations are
open from 8am
until 9pm**

**If you need a lift
to vote then
phone**

**You do not need
your polling card
to vote**

Use this space for at least
three action photographs of
recent campaign successes
and achievements.

**Don't leave it up to others to elect the
Liberal Democrat Focus Team -
They may be leaving it up to you!**

1.

Only the Liberal Democrats will fight hard to get things done for the local area.

2.

Only the Liberal Democrats work all year round to put local people first. The other parties only turn up at election time!

3.

Everyone knows that the Conservatives cannot win round here. Many Conservative supporters are backing the local Focus Team to beat Labour this time.






It's a two horse race here!

- Everyone knows that elections are a straight choice between Labour and the Liberal Democrats.
- The Conservatives cannot win here.
- The election for our new local councillors on Thursday is a straight choice between Labour and the local Lib Dem Focus Team.

Make sure your vote counts.

The best people for the job are...



	X
	X
	X

Getting things done for our area

Dear Friends,

Thank you for the warm welcome we have received from local residents over recent weeks.

It really has been appreciated.

As your councillors we've been able to do a lot, working together with local people. Electing us again today will mean we can do even more.

Best wishes.



Your polling stations are open from 8am until 9pm.

If you need a lift to vote please phone.







Remember - your vote doesn't count until it's IN the ballot box. Remember you don't need your polling card to vote.

Three things to remember about today's election

1 The Liberal Democrat
● Focus team have proved themselves to be effective campaigners for local people. They are the people you can rely on to get things done.

2 Only the Liberal
● Democrats can beat Labour today. Votes for the Conservatives will just help Labour win again.

3 The Liberal Democrat
● Focus Team keep people in touch with what is going on. As your local councillors they will keep in touch with regular editions of Focus.



KEEP TRACK OF THE CASH!

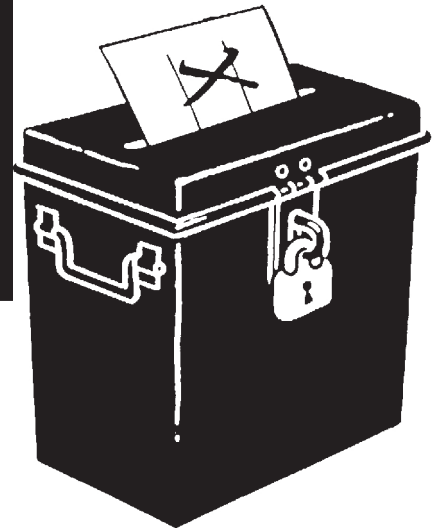
Dos, don'ts & tips for your election agent

1. Don't, under any circumstances, use your personal account for paying election bills. If you do then in the event of any complaint the police will be able to go through your personal finances.
2. Your local party should set up a campaigns account, and **ONLY** make payments into agent's individual election accounts from the campaigns account when donations need to be split between campaigns.
3. Never use the campaigns account to pay election expenses.
4. Do agree a campaign budget with the constituency executive, branch or colleagues and get it minuted.
5. Do not overspend your budget unless you personally are willing to meet extra expenditure. The agent is personally responsible for paying all the election bills, and the constituency will not have to pay for any expenditure that they have not authorised.
6. Get quotes from printers in advance and in writing.
7. Do your accounts regularly, at least once a week. That way you will always keep on top of the finances.
8. Make it clear that the agent and **ONLY** the agent can authorise election spending.
9. Make sure you pay all your bills by the deadline and submit your expense return on time. Even if you were agent for a paperless candidate and no money was spent then a "nil" return must still be submitted.

Make sure that your election agent gets to see this page and make sure that he or she reads it.

Remember if the agent gets it wrong they can go to jail.

Make Polling Day Count



A badly organised polling day can turn a successful campaign into a failure but a well organised one can steal a victory when you might have been behind in the share of the vote.

Planning for polling day should begin at the start of the campaign and ideally you should delegate this job to one person to sort out.

You should try and have as full a coverage of tellers as possible in target divisions. The fuller your coverage, the less likely it is that you will knock-up supporters who have already voted.

Keep an eye out for tellers

Be on the lookout for tellers and polling day helpers during the election campaign. Many of those people who put up posters may be willing to help for an hour on polling day or to give a few lifts.

So even if you start the campaign with only a few tellers you should be able to have a full rota by polling day itself.

Start to organise your tellers rota now. Don't wait until the week before polling day otherwise it will just cause you a lot of stress at a time when you could probably do without it!

Make sure that all your committee room organisers have been told what is expected of them.

Use the instruction sheets with the next issue of Election Briefing and talk through the procedure with the people who will be running your committee rooms.

Start early

If you are in a close fight you should certainly deliver a good morning leaflet with your main campaign messages. You should also remind people where their polling station is and what the opening hours are.

Start your knocking up as early as possible.

10.00am is not too early as many elderly people will go out once during the day (to shop or collect their pension) and if not reminded to vote while they are out then they will not go out again. Concentrate on delivering knock-up leaflets rather than door knocking (except when going to see elderly people) until about 4.30pm.

A leaflet will also remind those people who are not in to go and vote and give a telephone number that people who need lifts should phone.

Use the artwork contained in ALDC's Local Election Artwork Pack (phone 01422 843785 to order).

If you are involved in a very close fight you should also do a targeted knock-up of supporters of the third placed party - unless it is a three way marginal.

Keep Going

Keep knocking up on polling day until you cannot possibly get any more voters into the polling station. As Winchester in 1997 showed (the first time round at least!) when we won by just two votes, every vote can be vital.

Make sure that your helpers keep going. Going off at 8.00pm to put smart clothes on to go to the count is a good way of losing. Better to turn up to the count looking slightly scruffy and win than turn up in your best Armani jacket and lose!

If you are running committee rooms for more than one division, and it is possible to move helpers from one division to another, then you will want to move helpers from wards which look fairly safe, to more marginal wards, where they can make a difference.

Wards that are known to be safe should do the minimum - their helpers should work in marginal divisions.

THE LAST WEEK

GET THE LAST WORD

How you perform in the last week of the election campaign will be crucial to your chances of victory. The vast majority of undecided voters will be making their minds up about how to vote during the last five or six days. You need to bear this in mind when considering your campaign strategy for the last week.

In general you should continue to repeat your campaign messages from the earlier part of the campaign - just make them bigger and bolder!

Last weekend leaflet

Your last weekend leaflet should be powerful and hard hitting. It should concentrate on promoting your record of action in the area.

If you only make one of your campaign leaflets an A3 then it should be this one - however if your budget will not stretch to this then many of these principles still apply.

You should aim to use lots of action photographs showing what you have done over recent months and years.

Vox-pops of local people saying that they will be voting Liberal Democrat and why, provide a strong reinforcement of the message that ordinary people are switching to the Lib Dems. You should get quotes that reinforce your main messages.

Copies of previous Focuses arranged on the page show that you have been working and keeping in touch for a long time.

Emphasise that the Liberal Democrats are going to win on Thursday. This will enhance your credibility and encourage wavering voters to support you.

Personal letters

A good example of a last weekend A3 giving a very clear and positive message

Personal letters can be a very effective way of communicating with people.

For all that has been said about Focuses there will always be a substantial number of people who don't see them. They may be thrown away by the first person who picks them up or simply not read at all.

FOCUS

News from the Liberal Democrats

A tale of two Liverpools



1983 - 1998 Labour waste, mismanagement & neglect

- Highest Council Tax in the land
- Worst services in UK - official
- Lowest spending on schools
- Largest sale of parks and green open spaces
- Council debts, scandals and infighting ruin our City's reputation



1998 - 2000 Two years of Liberal Democrat success

- No Council Tax increases for two years
- Onyx kept to run bin service
- Extra £26 million boost for schools
- Open spaces saved forever
- 12,000 new jobs created
- Restoring pride in Liverpool

Liberal Democrats - making a difference

Money in your pocket ... up!
Confidence in Liverpool ... up!
New job creation ... up!
Pride in Liverpool ... up!

"Don't let Labour take us back to the bad old days," says Ann Kendrick

On Thursday 4th May, the best choice is...

3

Ann KENDRICK





Mike Storey says, "Ann Kendrick is best local choice"

Ann Kendrick was born and bred in our ward. She knows the issues that matter to people locally.

Ann Kendrick has been collecting a petition to 'Save Our Local Post Offices' from Labour's crazy privatisation scheme.

Along with Mike Storey and Katrina Oates, Ann has been taking up scores of problems for people around here and getting things done.

Last year we came within a few votes of booting Labour out. With your support this year Ann Kendrick will win.

It's neck & neck!

Labour	849	809	YOUR vote will count!
Liberal Democrat			
Liberal Democrat		234	'others'

Many residents were upset last year when Labour just beat the Liberal Democrats by a few votes in our Ward. This year Ann Kendrick needs only a handful of extra votes to win. Please give her YOUR support on Thursday 4th May.

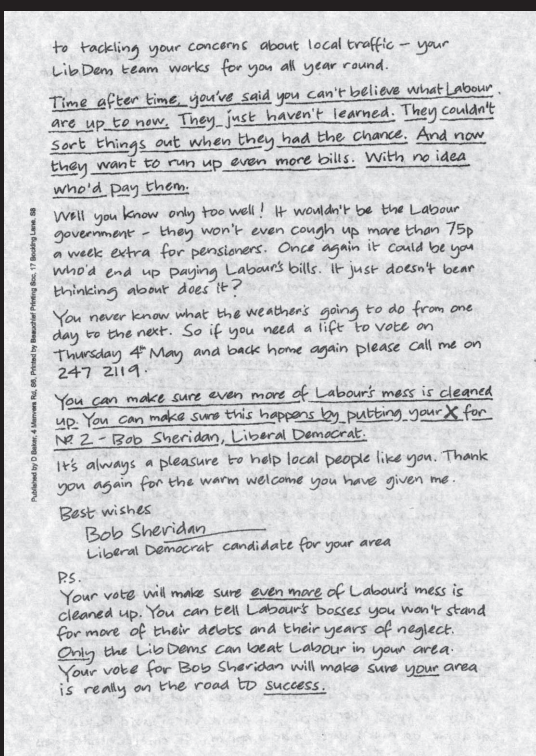
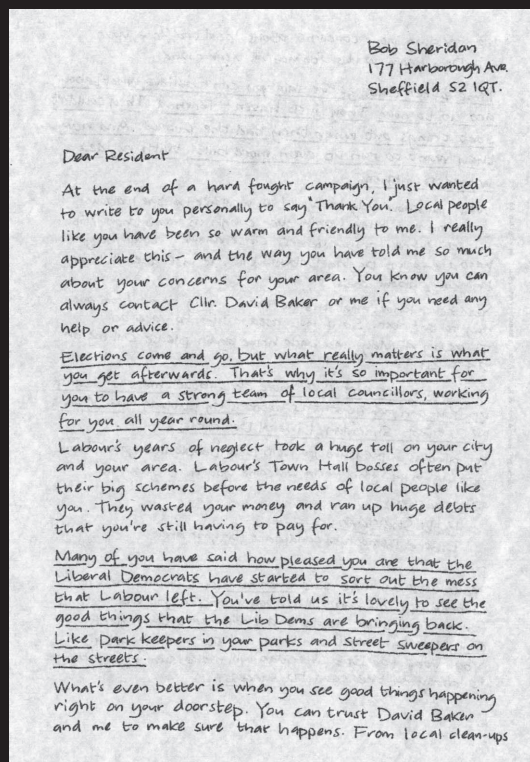
3

Ann KENDRICK



ALDC's Election Briefing for the 2003 Local Elections

19



"Blue Ink" letters from a council election in Sheffield

first letter could thank definites & probables for their support, with an alternative version to squeeze Labour voters in a Lib Dem/Tory marginal, and yet another version to persuade soft Tory voters to come over to us.)

One technique that has become more common in recent years is to produce "hand-written" letters. These are printed in blue ink, sometimes on blue or yellow paper, and can look like a hand-written note from the candidate.

Addressed letters such as these should ideally be delivered within 3/4 days of polling day as there is some evidence that their effect starts to "wear off" after a longer time.

The letter must immediately attract attention and establish some common ground with the person who receives it. Paragraphs and sentences should be short. Occasional underlining and paragraphs indented at both sides will help stress important points. A number of key words and connecting phrases are used.

Area letters

Area letters can have a major impact. By dividing a ward up into a number of smaller geographical areas it is possible to address the letter to very local issues and explain the action which you have taken about each of them.

To have the maximum effect each letter should be personally 'topped and tailed' in envelopes addressed using the electoral register. The letters could include petitions and or grumble sheets to be brought to the polling station.

More political letters

Personal letters can be targeted according to canvass returns. Turnout is often crucial in local elections when it is usual for far less people to vote than in a General Election. A personal letter to your supporters may considerably increase their commitment to vote.

Letters may also be sent to undecided voters and/or uncanvassed voters. Sometimes it might even be worthwhile sending letters to soft supporters of the party which is the principal opponent. These don't give basic voting details - but they can deal with

A personal letter, however, especially if personally addressed and topped and tailed will be read by 90-95% of the people who receive them.

Many people are now making greater use of computers and packages such as EARS. Programmes such as these will allow you to either produce mailmerged letters or to print sticky labels.

Using the computer in this way will allow you to produce different letters to different people (eg the

some of the issues thought to be of concern to these voters and they may help persuade them that your candidate is not so bad after all.

Squeeze leaflets

The tactical message can also be reinforced by delivering special leaflets to areas where a lot of third party supporters are likely to live (eg a council estate in a Lib Dem/Tory marginal ward). These can be very effective, especially if printed on pink paper (if trying to squeeze Labour) or blue (if trying to squeeze the Tories)

Conversion/Firming up canvassing

Canvassing in the last week is generally less important than delivery. However you can use your canvassers as part of your squeeze campaign by having them call on voters of the third place party.

Alternatively you can re-canvass your supporters to check that they are still with us under the pretext of asking them if they will need a lift to vote on Thursday. Encourage them to vote - make it clear that it could be a very close election this time.

Eve of Poll Leaflets and Bring back petitions

Eve of Poll Leaflets (and Good Morning leaflets) aim

to get you the last word in an election, again these should repeat your main campaign messages.

A very effective way of running a campaign and turning support for you on a particular issue into votes in the ballot box can be the "bring it with you when you vote petition".

You can, of course, only do this where you have tellers at all the polling stations. If you are only telling at some polling stations then you may only be able to organise polling day petitions within those districts.

Petitions can be either ward-wide or specific to particular areas, or you can do ward wide petitions and some for particular areas.

A common style often used for these leaflets has been headed 'Three Things You Can Do Tomorrow' for a leaflet with three petitions on. If this is a ward wide leaflet, then the petitions, should, of course, be about the three most important issues across the whole ward. If you are doing different editions, then you need the three issues most relevant in each area.

The petitions can be very useful as part of your campaign to get things done about specific issues. The key to their success is to be able to base the campaign and petition on something about which people feel very strongly.

Get Ahead In A Two Horse Race



Buy Winning Elections - ALDC's guide for fighting and winning local elections with all the latest techniques and ideas to campaign and win

Edited by Howard Sykes

Forward by Chris Rennard

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Three month action plan

Each Election Briefing between now and May will contain a brief action plan of what you should be aiming to do between now and the end of May

March

Deliver March Focus

Artwork canvassing leaflet and get it printed

Artwork opening campaign leaflet and get it printed

Collect signatures for nomination paper(s)

Get posters printed and stuck up with double sided sticky tape

Finalise April & May campaign plans

Artwork outlines of election leaflets

Update photo library

Issue two local press releases and base one of them around a subject which can generate a photograph

Submit nomination papers on Friday 28th March (this will give you four days to sort out any problems if there are any) note - **Tuesday 1 April (noon) is the deadline for nominations**

Write, print and deliver election leaflets.

April

Artwork Thank You leaflet ready for printing - the April edition of Election Briefing will contain artwork you can use for this.

Book Thank You leaflet in with printers to be ready ASAP after May 1st.

Target letters (if not done late April) and Eve of Poll leaflets

May

Good Morning leaflets & Polling day operation on May 1st

Deliver Thank You leaflet within two weeks of Polling day

Attend one of ALDC's Changed Circumstances council support events if circumstances dictate.

Keep Sunday 4th May Free !



ALDC is organising two meetings for Councillors who find their circumstances have radically changed after this year's local elections.

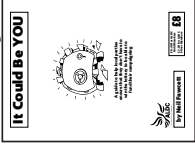
These one day meetings are particularly useful for those council groups that have moved into control, opposition and groups on councils with no overall control. They will take place on Sunday 4th May in Oxford and Edinburgh so put the date in your diary now. The venue will be notified nearer the time.

The sessions are free and open to all and there is no need to book - just turn up on the day if you feel you will need help and advice.

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ALDC's brand new guide to raising the money you need to fight a successful campaign



☐ **People Power**
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All the hints and tips for writing successful target mailings - includes sample artwork for you to use.

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The complete guide to running a successful General Election campaign

£15.00

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A selection of case studies of how councils are tackling the modernisation agenda

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The Rise and Rise of Urban Liberalism

A collection of essays edited by Richard Kemp charting the dramatic rise of the Liberal Democrats in Britain's inner cities.

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Putting the Local back in Government

A collection of essays setting out a Liberal Democrat vision for local Government

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A reprinted edition of the booklet by Gordon Lishman and Bernard Greaves - originally written in 1980.

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As reviewed in Grassroots Campaigner Vol 4 Issue 2

Councillors Tax and Benefits

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The Liberal Democrat action plan for Parish & Town Councils.

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Islington's award winning submission from the Council Group of the Year awards

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for Councillors and Campaigners

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Breaking the law can cost you your seat and much more - don't start your campaign without this guide.

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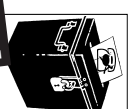
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