



Membership and Supporter Handbook

How to recruit members and engage Liberal supporters at your University

Membership 101

Members of your club are the local ambassadors for the Liberal Party Canada (LPC) on campus and in your community. The more members in your club, the greater the resources you will have available for outreach, policy development, and other campus activities.

▼ QUALIFICATION FOR MEMBERSHIP

Membership in the Liberal Party is open without discrimination based on race, national or ethnic origin, colour, religion, sex, sexual orientation, age or mental or physical disability. To be eligible for membership in the Party, a person must:

- (a) Be at least 14 years of age;
- (b) Support the purposes of the Party;
- (d) Not be a member of any other federal political party in Canada

Anyone between the age of 14 and 25 (inclusive) who are members of the Liberal Party of Canada are considered to be members of the Young Liberals of Canada (YLC).

▼ RIGHTS OF MEMBERS

The LPC and YLC Constitutions outline the role and responsibilities of members. Members' rights include:

1. The right to receive newsletters, information, membership services, and notices of general meetings from:
 - Young Liberals of Canada (YLC)
 - Young Liberals of Canada Provincial and Territorial Association (YLC PTA)
 - Federal Liberal Riding Association (EDA)
 - Liberal Party of Canada National office (LPC); and
 - Liberal Party of Canada Provincial and Territorial Association (PTA)
2. The right to attend, speak and vote at general meetings;
3. The right to attend, speak, and vote at the biennial meeting of the YLC;
4. Cast a vote in the Leadership vote;
5. Be elected to any office in the YLC, or the Party;
6. Have access to the YLC and LPC Constitution, Governing Manuals, and other Party materials in both official languages (English and French); and
7. Draft, advocate, and vote on YLC and LPC policy resolutions at their (a) campus club, (b) riding association, (c) YLC PTA policy conferences, and (d) Liberal Party Biennial Convention.

▼ THE MEMBERSHIP CALENDAR

A Liberal Party membership, purchased between January 1st and August 31st, will expire on December 31st of the **same year**, while membership between September 1st and December 31st will expire December 31st of the **following year**. Membership to the commission (YLC) is valid, as long as your membership to the Party is in good standing.

▼ HOW TO FILL OUT A MEMBERSHIP FORM

It's important to make sure that membership forms are filled out correctly. Some information may not seem relevant at the time, but forms that are filled out incorrectly, or missing information, may not be able to be processed by your LPC Provincial Association (PTA). Make sure new members understand the rules and information needed to obtain their membership with the Liberal Party.

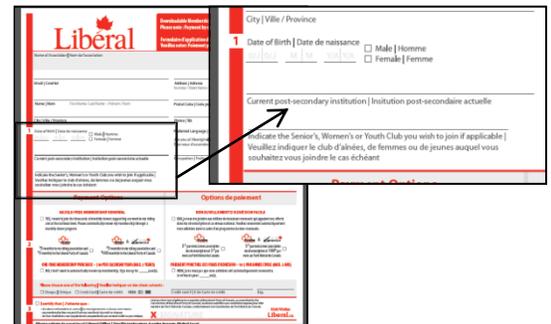
There are three ways you can sign-up to be a member of the Liberal Party:

1. Online (www.liberal.ca)

- Visit the LPC website and sign-up to be a member of the Party instantly
- **NOTE:** Only **credit card payments** are available online sign-ups.

2. Downloadable PDF paper forms

- Downloadable membership forms are available on the Liberal Party website (www.liberal.ca/membership). You can print and submit these forms to your local PTA office for processing.
- On these forms, make sure to have the student indicates (a) **his post-secondary institution**, and (b) **that he wishes to join the Young Liberals of Canada**. This ensures the information will be tracked properly, and new members will be included on relevant information about your campus club, YLC activities, and other Party notifications.
- **NOTE:** If you are submitting a downloadable PDF paper form, **only cheque and credit cards are allowed. No cash.**



3. TriPLICATE forms

- Triplicate forms are hard-copy membership forms, **available by request** through your local PTA office.
- These are the older LPC membership forms, which do not include YLC information or allow you to fill in your school club. Because of this, you **must also fill out and submit a commission form** (available at www.liberal.ca), in order to ensure the information will be tracked properly, and new members will be included on relevant information about your campus club, YLC activities, and other Party notifications.
- **NOTE:** **Cash, cheque, or credit cards** are accepted with this method.

▼ IMPORTANT THINGS TO KEEP IN MIND

- 1) Each member of the Party must **personally pay his own membership fee**. You cannot offer to pay someone's membership fee.
- 2) Information provided on the membership form must be **accurate and kept up to date**. Filling out false information (ex: addresses, emails, etc.) could result in the membership form being disqualified and/or unable to be processed by the PTA office.

****Membership rules vary from province to province** so it's important to understand **specific rules in your region**. For more information about Liberal Party membership in your province, contact your local PTA office for more information, and/or consult the Liberal Party's Constitution and National Membership Rules available under "Documents" at www.liberal.ca

Liberal Party Supporters

January, 2012 marked an incredible time when the Liberal Party of Canada opened its doors to all Canadians who wish to connect with and be engaged by the Party. With over 30% of Liberal delegates at the Ottawa 2012 under the age of 30, the new generation decided to transform our Party into a more open and modern political movement by allowing a whole new group of supporters to participate in choosing our next Leader.

The LPC Constitution (available at www.liberal.ca) states that to be eligible as a supporter you must be either a member of the Party or:

- (a) At least 18 years of age;
- (b) Support the purposes of the Party;
- (c) Qualify as an elector who may vote in accordance with part 11 of the Canada Elections Act or ordinarily live in Canada; and
- (d) Not a member of any other federal political party in Canada.

For young liberals, this is an exciting opportunity that allows you to connect with youth outside the Party who want to be engaged in politics. There is no limit on sign ups – anytime, anywhere, and anyone who meets the above criteria can sign up to be a Liberal Party supporter.

▼ RIGHTS OF SUPPORTERS

It's important to understand the difference between a member and a supporter of the Liberal Party of Canada. While members have voting rights in AGMs, DSMs, and other Party activities, a supporter of the Party **ONLY** has the right to vote on the Leadership Vote, conducted in their riding (EDA).

For campus clubs, this means that only those who are signed up as **members** will be able to vote in meetings, on policy resolutions, and AGMs. Keep this in mind when you are engaging students on campus. Supporters are a great way to reach out and expand your base, but the ultimate goal is turn these supporters in active members of the Party.

▼ HOW TO SIGN-UP A SUPPORTER

Signing up supporters on your campus is as easy as 1 – 2 – 3. There are three ways you can sign up students and begin the process of engaging young Canadians into our Party.

4. Online

- Visit the YLC website (www.youngliberals.ca) and sign up supporters instantly - We **highly recommend** that you bring a laptop and connect to your campus Wifi during clubs week so you can sign up supporters right on the spot. Often times if someone isn't able to do it right away, he or she won't sign up.
- Share information with your online networks - the short, shareable, easy-to-complete form can be embeddable on any website, blog or Facebook. Spread the word!

5. Paper forms

- If you cannot connect to a wireless internet connection at your school, the YLC offers template supporter sign-up forms available on the YLC website (www.youngliberals.ca)
*** Please note: all information collected on a paper form **MUST** be entered into the online form on www.youngliberals.ca within **48 hours by the club**. Any information that is not entered into the online form will not be registered as a supporter.*

6. **By Phone**

- An outgoing call operation from each of the PTA offices will be conducted in the fall to reach out to ID'd Liberals from the last election. Campus clubs can play a big role in this recruitment effort, and even sign-up youth supporters in the areas around your campus. We recommend contacting your local PTA office to find out phone banking opportunities.

▼ **JOIN THE SUPPORTER NETWORK**

The Supporter Network is an excellent opportunity for members of your club to become more actively engaged in the Party's effort to recruit supporters. You can join the dedicated group of volunteers that will be holding regular conference calls with organizers from across the country to discuss strategies for Supporter engagement at the riding level.

Sign up online at: <https://liberaluniversity.liberal.ca/join-the-supporter-network/>

For more information about Liberal Party supporters, visit the Liberal Party website, and consult the Party's Constitution, and the National Membership Rules (www.liberal.ca)

Recruiting Members and Supporters for your Club

People recruit people. It's important that your YLC campus club is active and engaged, reaching out to different networks, and demonstrating a presence on campus. By getting involved in cultural groups, community associations, and issue-based activities on campus, your club will be able to expand its network and provide a positive experience to new members.

▼ FROSH WEEK AND CLUBS TABLES

The first week of school is a crucial time for recruitment efforts and provides an excellent opportunity to get your club noticed. Ensuring that you have a vibrant, well-organized clubs table and a strong presence on campus will excite students around you and encourage them to get involved.

Here are a few items you should include at your recruitment table in order to get the most out of your efforts:

1. **Laptop with internet connection** for Liberal Party supporter sign-ups
2. **Membership forms** (available to download at (www.liberal.ca) to sign-up members instantly
3. YLC recruitment materials –
*** If your club has not received materials from YLC, please contact YLC National Director, Alyx Holland at aholland@liberal.ca*
4. **FAQs or information about your club**, including website, Facebook, and contact information
5. Sign-up sheet for those interested in receiving updates from your club about upcoming events and volunteer opportunities
6. **Always have someone at the table.** Try and have a schedule set up so that your entire team is familiar with how to recruit and sign-up members and supporters.
7. **Have pictures** at your table which show your club being active in a variety of ways. Some people might be drawn in to the picture of your exec helping the community, while others might be amazed at the picture of someone on your exec with a former Prime Minister.

▼ BUILDING A TEAM OF RECRUITERS

Consult with your most active club members and executive when deciding which recruitment methods would be most effective on your campus. The more people with a hand in the decision-making, the more people with a vested interest in the results.

It may be helpful to organize a recruitment committee that reports to the executive on your progress for membership sign-ups. Club members will be empowered by the responsibility and may be more inclined to ask other people to join because they will be a part of your team. Members of your recruitment committee may also have personal contacts or ideas to improve your outreach strategies.

Whatever the approach your club decides, it is helpful to reach out to members, as well as to past and active members, to be a part of the project. The more people with a vested interest in achieving your club's goals, the more resources you will have to reach out and grow your membership base.

▼ ORGANIZING ISSUE-BASED EVENTS ON CAMPUS

Issue-based events are a great way to engage students on issues and policies that interest them. Different kinds of events are helpful for building relationships with different groups. Events such as policy discussions, guest speakers, town halls, and panel discussions should be promoted as widely as possible to encourage all students on campus to have their say, not just current members.

The YLC has several outreach committees that can assist your club with issue-based events on campus. You can also obtain funding from YLC to assist with any costs that may be associated with your event. For more information about these committees, or to request funding, visit the YLC website (www.youngliberals.ca).

Once you have determined the time, cost and nature your event, you should organize a phone bank and send an email to your target audience to invite them to come. It is also easy to promote your event online and manage the registration on Liberalist by submitting your event here- <http://events.liberal.ca/>. This will provide you with a registration link that you can share by email and through social media like Facebook or Twitter.

The YLC VP Communications can also assist your club with event promotion, advertising opportunities, and media exposure. Contact David Valentin (david.valentin.sp@gmail.com) for assistance with campus club and event promotion, media relations, and other communication activities on campus.

▼ PHONE BANKS

Email, Facebook, and Twitter are all excellent tools for communicating on mass, but nothing is more effective than picking up the phone and speaking to someone one-on-one. Phone banks are a great way to sign up new members and supporters to your campus club and riding association. You can target lists of youth in the area to engage them in club activities, and invite them to upcoming meetings.

Phone banks are most effective when run from one location: set a specific date, time, and location and make it a group bonding experience for your club. Often the greatest obstacle is resources: finding a computer and phone line for each volunteer. Skype is a useful solution. All you need is a wireless internet connection, and you can have club members bring in their laptops to make calls.

Your local Provincial Association (PTA) office is also a great resource to use for phone banks. With computers and phones available, members of your club are more motivated to make phone calls. The Virtual Phone Banks on Liberalist are an excellent tool that will show the information you need about each person you're calling and allow you to enter the results right away.

▼ ONE-ON-ONE ENGAGEMENT

Take the time to get to know new and potential members. Often times, students will sign-up to join a club, but fall off the radar because they don't feel included in the club's activities, or feel isolated from the group. Take the time to get to know students on campus that may be interested in getting involved. Meet for coffee, grab a drink after class, and make sure to personally invite them out to events.

By taking the time to get to know **WHY** someone is involved, and what kind of experience they are looking to have, you can better understand how to engage them and provide opportunities for them to connect with other members in your club.

Campus Outreach

Outreach is one of the key functions for a YLC campus club. It's all about getting known, and being recognized and respected on campus. What does it mean to reach out to the community? It means that your club members are actively engaging in community events, listening to other students and their concerns, and overall just getting out there. Your club is not a secret society, you need to get noticed!

You can also develop partnerships with activist groups. Many non-partisan groups on campus are focus on federal issues that are grounded in the same values as the Liberal Party. By working with these groups, you will be able to promote Liberal values and existing Liberal policy.

Visit the YLC website for more information on outreach committees that can assist you with reaching out to various groups on campus (available at www.youngliberals.ca)

▼ CULTURAL ORGANIZATIONS

Cultural groups are of tremendous importance to the Party and will be different on every campus, so take the time to identify which organizations are at your University.

Once you have identified the cultural organizations on your campus, get to know more about them. Learn about their traditions and beliefs, holidays, and special activities or events. Often, it is the little things that can make the biggest difference, so do not overlook things that you think are irrelevant.

The YLC's United Red committee, which focusses on engaging cultural communities across the country, can assist your club with outreach efforts to these organizations on campus. For more information about how United Red, can assist you, contact Veena Bhullar at unitedredylc@gmail.com.

▼ COMMUNITY ASSOCIATIONS

You should also identify the key organizations in on campus that serve the community. These can range from community centers, charity organizations, and youth groups that focus on giving back to the community. See what organizations are active in you campus and local news outlets, and look through community activity guides if they are available.

Once identified - again, do a bit of research. Find out who the organizations serve, what is their purpose, and how your clubs members can you get involved. Activities, special events, and fundraisers are all great opportunities for you to get involved, expand your network, and be introduced to other students who share similar values.

▼ ISSUE BASED GROUPS ON CAMPUS

Issue based groups are groups of people that are working together towards a specific goal. Some of these groups pop up around local issues, and others are established clubs on campus. Find out what issues students are care about at your school.

Groups can be focused on any array of issues, from environmental to international affairs, women's right and social justice. Just like all the other groups, once you have identified the issues; find out how to get involved. Often you will be able to promote policy that already exists in the Party which is in line with the community's concerns.

The YLC has three issue-based committees that can assist your club with issue-based outreach efforts on campus. For more information, and partnering opportunities with the YLC International Working Group, the Legalization Committee, or the National Policy and Platform Committee, contact Sean Sutherland at srsuther@gmail.com.

▼ GET INVOLVED WITH DIFFERENT STUDENT UNIONS AND DEPARTMENTS ON CAMPUS

As young liberals, we are naturally passionate about issues and decisions that directly affect us. Student unions and departments such as the Political Science Society, or your student body government provide a great opportunity to connect with like-minded individuals on campus, with an interest in politics. You'll be surprised at how much you can learn, share best practices, and bond with your fellow classmates. Many student clubs have been able to increase their networks, showcase their presence on campus, and sign-up new members this way.

Get out there, get involved, and be active!