

Joel for Campaigns

Who am I?

I've been Campaigns Officer for Exeter Uni Lib Dems and I'm currently Campaigns Officer for the Devon & Cornwall Young Liberals. I helped revitalise my uni society: from having members that could be counted on one hand, into one which was able to send **18 activists out 54 times** in the General Election. I ran campaigns in the 2019 local and EU elections, **winning** a second Cllr on Exeter City Council and helping reach the threshold for a second MEP in the Southwest.

Why I'm running?

A YL which is genuinely invested in the difficult task of evangelizing the Liberal cause among students is worth fighting for. A YL which makes sure its members are connected with each other and well trained is worth fighting for. That's why I'm running.

I believe that YL should and can be the most important affiliated organization in the Party. The people we catch now, puzzling though their digital Freshers Weeks- these are the future organizers, thinkers, campaigners and candidates of the Liberal movement. The grassroots starts with us. Our task is far too important for us to sit and talk to ourselves - so let's start rebuilding YL, and the party with it.

Working together to win

I would regularly communicate with uni branches, and would organize **joint action days** which bring different YL societies together and build bonds of friendship between them. I would also work towards a comprehensive list of every Young Liberal candidate in the country, using local knowledge to direct support towards those who want to win.

My 3 point plan:

- Ensure we **share best practice** between campaigns officers, including by creating a group chat of all campaigns officers
- Offer **high quality training** with the most experienced campaigners in the party
- **Listen and learn from Uni societies** on what our Freshers campaigns should be