

Friso

For Campaigns committee



Who am I?

Hi I'm Friso, and I was Campaigns Officer for my uni society. In my 3 years, I saw the society grow from barely filling its committee to having **over 50 members** regularly attending events which allowed us to campaign much more effectively for local and national elections. During my time as Campaigns Officer I was given control of running a council ward for the local party and I saw first-hand the power of an energised young student body in delivering electoral results and leading to our winning the ward. Outside of campaigning for the liberals I am also studying to become a climate scientist, so know what it's like to be facing an uphill struggle to get change!



Why am I Running?

YL needs a shake-up; the Thornhill report made clear that the party needs to reinvent itself to survive, YL is no exception. For too long YL has focused on its own policy output, and nurturing itself at a federal level. The Rebuild slate believes our focus has to be to rejuvenate the branches, at universities, colleges and locally. We bring together expertise from many of YL's most successful, thriving, branches; our aim is simple, to bring that best practice together to Rebuild YL.

Polling shows 18-24s have low approval of the government but are also far more uncertain about who they will vote for. These are people who are looking for a voice to represent them. If we can win them now, they will vote liberal long into the future.

I will focus on:

1. Organising a focused Freshers campaign to increase membership in university & college groups across the country
2. Giving YL branches resources and support to run their campaigns for the local elections.
3. Support branches to get Freshers campaigns set up, with suggestions for those who are struggling to draw freshers in

Campaigns Committee:

Friso De Graaf

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