1. Introduction

*General presentation and scope of the kit*

(It is designed toserve both LYMEC and MO’sin theirorganizational development; contains important information and tools for new youth political organizations, but also there a methods and new creative ideas for organizations that strive to improve their impact on young people.)

2. Organization, structure and statutes

* *basic facts about the political youth organizations*
* *different options of how to organize a political youth organization*
* *structures have to fit with the local environment: there is no ‘one-size-fits-all’ solution*
* *recommendable principles of efficient organization and transparent structures*

3. Programmatic work and decision making process

* *fundamental values and principles of Liberalism and their concrete meaning for the political work*
* *examples and applications of these principles based on the work experiences of fellow MO's*
* *different ways of formation of opinions and the decision making processes within an organization*
* *the importance of a democratic decision making process*

4. Campaigning

* *targeting the right audience*
* *different thematic and electoral campaigning methods and techniques*
* *delivering and spreading a political message*
* *door to door campaign*

5. Recruitment and motivation of membership

* *discover the similar problems of rising interest and attention of the youth for political questions and activities in many countries*
* *experiences and new ideas on how to motivate new activists, new members and re-motivate passive members of the organization*

6. Relation towards mother party /mother organization

* *different models and approaches on how to form a relationship with a mother party / organization*
* *the close or loose relations and the advantages and disadvantages of these different concepts*

7. Funding and finances

* *the importance of an independent budget for the work of their organization*
* *different options of raising funds for the political work and new ideas and approaches to generate income*
* *experiences in how to organize the financial affairs of a political youth organization*

8. Legal framework

* *different legal constraints, government restrictions and similar problems in the political work*
* *strategies on how to deal with and how to overcome such difficulties*

9. Strategic planning

* *fundamentals of strategic thinking and the importance of a strategic approach in organization's work*
* *basics of the strategic planning and overview of different planning techniques*
* *implementation and application of planning tools in a practical context*

10. Political education and training

* liberal academies, institutes, foundations and political training centers

11. Other instruments and experiences from MO's

* *different other materials and topics that not fall into above categories*
* *international (e.g. IFLRY) and regional (e.g. LYMEC, YLDA, ...) liberal political youth organizations/networks existing and how to benefit from these organizations*

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Every folder of the Tool kit will include a note with useful links to manuals, brochures, books, articles, videos, movies, presentations, etc. on that specific topic.