

Fundraising Report to Conference

Skim:

- Thanks and Intro
- Merchandise
- Increasing donations
- Opportunities coming up
- New Merchandise

I would like to thank the exec for co-opting me into this role. For those that don't know, previously I was the Welsh Representative on the Exec, a role I really enjoyed and was proud to take on. I was recently co-opted in July and so have not been in the role for long. However, working alongside the exec, members, and outside the party I have begun to think and work on some of the plans I hope to enact before the YL elections, ensuring that I make a positive impact for the short time I am in the role. While I am in the role ultimately I aim to improve the advertising of the store, improve accessibility to the merchandise, and increase the range of designs and stock available.

Advertisement

As the recently appointed Fundraising Officer I have begun the process of changes I would like to implement. This starts with simple advertising not only of the basics, i.e advertising our merchandise and the various donation forms, but also that we have a merch store! And it's online! This is something which seasoned members may not have known. I have begun working alongside our new Comms Officer Sarah to advertise this and everything else we have to offer. I hope to work with Sarah to design posts for Twitter, Facebook and Instagram and collaborate on emails.

Website

I have also begun the process and talks with other exec members to start working on the Young Liberals website ensuring that our store and donation page is better designed, accessible and marketed. A well-designed and up-to-date store hopefully will drive sales and engagement with the organisation. Working with Lucas I hope that this updated store can include a range of new stock and encourage people from outside the organisation to buy our merch. If we offer a range of stock and better advertise the store we can hope to drive sales from outside YL.

Increasing Donations

Once I have worked on my current tasks I will change my focus to the long term, by increasing regular donations to YL. This can be done simply with two things. We need to increase our asks simply making sure that we regularly include asks in comms to outside the organisation and in the activities we organise. Secondly we need our donations page to be better accessible and to ensure that people have a good opportunity to donate to us. I would like to explore fundraising for specific activities and projects that YL does, alongside the Chair and with select MPs, such as Young & Winning, as we may find people would be willing and encouraged to donate for specific things.

Opportunities Coming Up

Opportunities for fundraising are coming up through Federal Conference, where we as an organisation will be 'on show'. This will be a great opportunity to encourage people to explore our merch, browse our website and potentially donate to our organisation. In addition, we can seize opportunities like 'action days' to show the best of YL. My experience in Wales shows me that people are willing to donate to young organisations such as WYL, and YL if they see the benefit, be it in conference with our amazing policies (thank you policy team!) or in elections and action days (thank you elections and comms teams). This showcase brings us interest and we should take the chance to ask for support. I will be working on taking on these opportunities for YL.

New Merchandise

Many of you may have seen increased comms about designing for new merch. I will add that I am a terrible artist. I am hoping to encourage many of our talented members to come up and design some amazing art to support YL. Through coms, and social media, I am looking at ways to increase engagement from members in the fundraising aspect, which previously may have been seen as a 'single player' role. I am exploring ideas such as a T-shirt design contest, that will foster a friendly spirit, and showing off some of the amazing talent that YL has to offer. Expanding and

regularly adding to the merch on offer will aim to freshen up our store and keep people engaged.

Thank you for reading my report. I hope you enjoy conference, and if you have any ideas, suggestions or just want to get in touch, email me at sam.wilson@youngliberals.uk