



# Vote Abrial and Mackenzie

for Co-EYL Vice Chairs for Membership Engagement

## Let's win big again.

Membership engagement is essential for expanding our success and reinforcing our victories. Let's put it in good hands.

## Our experience.



**Abrial Jerram** he/him

Abrial has **extensive experience working with local parties** to ensure Young Liberals are involved in decision-making and campaigning. He **supported Durham University's branch**, which won "Best Branch" at Winter 2024 Conference, and **works with groups like LDCRE to promote racial diversity** and develop new branches. He's passionate about helping new members get involved.

Mackenzie **combines grassroots leadership and digital expertise**, having run a successful Debate Society at their sixth form. **Their graphic design skills boosted social media engagement**, and they've **trained others** to use social media for promoting local events. Mackenzie believes in **expanding membership creatively** while **keeping current members engaged** in new ways will enhance our success.

he/him **Mackenzie Gregory**



## How we'll make sure we win big again:

- 1. Expand Young Liberals Engagement:** Coordinate with regional YL chairs and local party chairs to connect under-30s already active in the main party with YL and provide resources to youth officers to boost young members' participation in policy and election strategies.
- 2. Strengthen Youth Involvement in Policy and Elections:** Enable young people to contribute to local policy discussions and election preparations, offering training on party processes ahead of key events like YL Conference, Federal Conference and the 2025 Elections through webinars.
- 3. Expand University Branches:** Support new university and sixth form branches in Lib Dem strongholds and target seats in 2029 with a targeted strategy, training, mentorship, and event planning resources to make them thrive.
- 4. Improving Digital Presence and Accessibility:** Keep the website updated with relevant information and create engaging, informal social media content to complement Federal YL channels. And also keep the EYLs up to date on social media platforms such as X, Threads, BlueSky, Instagram Reels and TikTok.
- 5. Improving Diversity:** Consult with Diversity Committee and relevant SAOs for feedback on our work and the work of EYL.

## Any questions? Get in contact.

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