



# ‘Building Your Network of Young Conservatives’

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# Where are you starting from?

- **understand the current position** where you live by getting in touch with your local Association;
- **ask for access to a list of current members** of the YC's;
- **try to arrange to meet with all the existing YC's** and find out:
  - why did they join?
  - what are they expecting as a member?
  - what events/activities would they like to take part in?

# Beginning your recruitment

- **ask your Association** if there are any YC's that have recently let their membership lapse;
- **see if your YC's if they have friends/family** who might be interested in joining, and invite them to the next event;
- **reach out to all local members of the Party** and ask them if they know anyone who might be interested in joining;

# Take a personal approach

- ask volunteers to highlight any potential **YC's they encounter whilst campaigning**, and follow-up with a call/email/visit;
- if a new member joins, **personally invite them to your next social event** – start off with a positive relationship;
- make sure your YC's are represented **at other Association activities** – such as branch meetings, local social events, and the Management/Executive Committee;

# Try to cater for everyone

- you should aim to organise a diverse range of events and activities to give all members an opportunity to get involved;
  - **Social**
  - **Campaigning**
  - **Policy**
- are you catering for younger members (under 18s), as well as for those in their twenties?

**Have you tried to recruit  
any new members?**

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# How do you ‘Build Your Network of Young Conservatives’?

- **understand your current membership** and utilise them;
- start first by **recruiting ‘laterally’**;
- **be personal** and reach out individually;
- organise a **diverse range of opportunities**;

**Any questions?**

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