

Here are a couple of examples of emails from local parties - it's important to not overwhelm the new member by asking them immediately if they want to be a councillor (though occasionally that will be why people join) focus instead on how we can help them to get involved.

An example from North Edinburgh & Leith Liberal Democrats

Dear (name)

Welcome to the Liberal Democrats

On behalf of our local party, North Edinburgh and Leith Liberal Democrats (NELLD), our Convenor Martin Veart and I would like to thank you for joining us.

We've welcomed thousands of people like you to our party in the last few years - thousands of people coming together to show the world that the politics of diversity and tolerance can defeat hatred and division. Now, more than ever, Britain needs liberalism and it needs people like us to stand up for what we believe!

Being a Liberal Democrat is something unique. You can help to decide our national policy and get involved in local campaigning. Every member in Scotland is entitled to attend and to vote at our Scottish and UK party conferences and to elect the national executive and other committees.

{insert here next social event}

Meanwhile, if you would like to get in touch, please feel free to contact Martin at mm.veart@icloud.com or myself at g.eford@sky.com.

As you already know, the party's official website is at <http://www.libdems.org.uk>. You might also like to take a look at the unofficial site LibDem Voice, <http://www.libdemvoice.org/newmembersday-the-lib-dem-lowdown-what-you-need-to-know-about-your-party-45936.html>

Edinburgh Lib Dems have a members-only Facebook page (www.facebook.com/groups/2390239705/); if you would like access to that, please let Martin or I know or contact one of the site administrators directly. Our local branch also has its own members only Facebook page and public Twitter feed. (I will send you an invite for the North & Leith members only one.)

I look forward to meeting you soon at {social event}!

Welcome once again (insert name)

Best wishes

Elaine Ford

Membership Secretary

North Edinburgh & Leith Liberal Democrats

An example from Chelmsford

Hello (name), and congratulations on joining the Liberal Democrats.

I'm the Membership Officer for the local party and can help with any questions you have about what we're doing nationally and locally. The Chelmsford, Maldon and Braintree party has over 500 members now with more like you joining every week.

We organise social events, policy talks and workshops locally - I'll be adding you to our mailing list so that you'll get details of these - please look out for emails from info@cmltd.org. in case they get put into your spam. Our next event is a policy forum at x on x. This is an opportunity to discuss any areas of policy we would like to bring forward motions on at conference in a friendly and informal environment and all members are very welcome to attend.

Since taking control of Chelmsford City Council in 2019 (you may have noticed that we went from 5 to 31 councillors overnight, rather disconcerting the local Tories) we've done our best to create a greener, fairer and more connected Chelmsford.

We knew our task would be difficult but didn't anticipate having to do it in the middle of a global pandemic!

Nevertheless, we are proud of the progress we've made - planting over 35,000 trees already, tackling the problem of homelessness by helping take rough sleepers off the streets purchasing temporary housing, and investing in our theatres to improve the cultural life of the City. And nationally we've had sensational victories in both Chesham & Amersham and North Shropshire, capitalising on the fact so many voters think the Conservatives are taking them for granted.

Next year we are planning to retain control of Chelmsford City Council and get our first councillors elected to Braintree and Maldon councils. We can only do that with your help so please do come along to our meetings or social events to see how you can be part of our future plans, and how we can help you to get involved.

One thing you can do right now to help us is to follow us on Social Media, and share our content with a wider audience.

Facebook Page Link

Twitter Link

We've also got a number of private Facebook groups where you can meet other Lib Dems

Private Facebook group link

Facebook Virtual HQ for the county link

Newbies Facebook group www.facebook.com/groups/LibDemNewbiesUK

Either I or your local campaign coordinator will give you a call over the next few days to find out if and how you'd like to get involved with our local party or feel free to call me on xxx

Welcome to the family.

Mary Regnier-Wilson