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May 2021 will see the largest round of elections for nearly 50 years. Pretty much everywhere in Great Britain will have at least one election, and many places will have several overlapping elections.

Whilst it's vital that we focus our efforts on winning as many Liberal Democrat votes across the country, elections also offer the opportunity to test innovative campaign methods and techniques – helping campaigners win more elections in the future.

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Author:

[Myanmar's military must step back from the brink](#)

Myanmar's military must step back from the brink, end this coup and release all civilian leaders immediately.

The UK should step up and lead the world in shining a spotlight on the plight of democracy and human rights in Myanmar

Democracy and the rule of law need to be respected.

The Foreign Secretary should use this pivotal moment to urge the international community to secure democratic and human rights of all citizens in Myanmar.

Today's developments are **yet another disturbing chapter in Myanmar's recent history** of political unrest, which has already caused a refugee crisis forcing hundreds of thousands of Rohingya people to flee the country.

Their future now looks even more uncertain and perilous.

It is time for the UK to step up and lead the world in shining a spotlight on the plight of democracy and human rights in Myanmar, and seek peaceful resolution for all its people.

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[May elections still likely](#)

Protecting public health

In our most recent meeting, we discussed the fact that the **Prime Minister is determined to proceed with the May elections in England** (in Scotland and Wales this will be a matter for the State Parliaments).

As a result, we must do everything we can to **protect public health, while campaigning as hard as we can.**

As a Committee we were pleased to note the heroic volunteer efforts to increase our phone banking work and we continue to investigate ways to assist local parties in funding paid- deliveries for their political leaflets.

These deliveries are necessary because the Conservative Government is attempting to rig the elections in their favour by banning volunteer deliveries (they have fewer volunteers) and allowing paid deliveries (they have more money from big business backers).

For the Tories, this is not about protecting public health. We know that because delivering leaflets by volunteers is still allowed, just not political leaflets. **In England it seems you can volunteer to do almost anything except oppose the Conservatives.**

Campaigning to win

Discussing the success of Mara-phone sessions across the country was a real highlight for the committee. Our congratulations to the Manchester team for topping the charts and best of luck to everyone taking part in the next session will be on the 6th of February.

Facebook Adverts

The Carers campaign has been [opened to all local parties for Facebook Advertising](#), and future campaigns will be given the same consideration.

Campaigning is the only way that Liberal Democrats will get elected in the current climate. Do not leave it to others, they may be leaving it to you!

Media and Messaging

We received a report on the restructuring of the media and messaging team at

LDHQ. We are currently recruiting for a new team of specialist officers.

The new direction will improve the party's ability to be heard by the public, focusing our messaging in the spaces where our values speak most powerfully to the issues faced by ordinary people. One particularly exciting change will be a **renewed focus on how our Local Government base can be a springboard for our campaigning.**

Defectors protocol

The report that we commissioned into the impact that the management of the 2019 defections was presented to the meeting.

We recognised that there must be buy-in to the protocol from across the party and that whilst individual cases may not be discussed in advance for obvious reasons, there must be a clear understanding in the party that the process is robust, fair, and constitutional.

We also discussed how to better provide pastoral care for our candidates, before, during and, especially, after elections. This is a matter on which we can, and must, do better.

Parliamentary Candidate Selections

Selections for Westminster seats, which have been made more complicated by Coronavirus-related restrictions, are now set to be under way from February.

The Thornhill review made clear that, particularly in our target seats, candidates need as long as possible to build the foundations of a successful General Election campaign. Our thanks to the volunteers of the Candidates Committees in England, Scotland and Wales, as well as HQ staff, for their hard work in making these processes possible.

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Author:

[Building a fairer, more caring United Kingdom](#)

It's been a tough year – not helped by how the Government has handled things.

But the pandemic has shown what a caring, and generous country we are.

As we come through this difficult time, Liberal Democrats will be on your side – **fighting for a fairer, more caring United Kingdom.**

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Author:

[Support to help you win in challenging times](#)

But the current Coronavirus pandemic is affecting every aspect of our lives, including how we are able to campaign.

The party has produced this [guidance](#) on campaigning, it is updated regularly. Please check this guidance – as some materials are now only appropriate if they are delivered via paid delivery.

The Campaigns & Elections Team are here to help you with advice and support. Below are some details of the resources we're providing.

Support for your Print campaign

Leaflets and direct mail are some of the most effective campaign tools we have at our disposal, and it is vital that we continue to keep in touch with local residents.

The Campaigns & Elections Team continue to produce template campaign literature, which can be found on our [Campaign Hub](#) (to sign up for access go to www.libdems.org.uk/access).

On the Campaign Hub you can find our year round "Volume Plan" literature templates [here](#). We will also be providing templates for A5 addressed postcards [here](#), which can be posted using one of the paid delivery options below to key target groups of voters.

Please note that most of the templates in the Volume Plan are only currently suitable for paid delivery. You can find our specific Coronavirus support templates for hand delivery [here](#).

Options for paid unaddressed delivery

1) Royal Mail "Door 2 Door" delivery service

The Royal Mail's "[Door 2 Door](#)" delivery is an unaddressed mail service by post code sector. It is reliable, offers great coverage and is a simple

process.

Take a look at the Royal Mail Rate Card [here](#) and advice on finding postcode sectors [here](#).

We recommend two routes for you to make use of this service:

1. a) By using one of the Campaign & Election Team's bulk deals [here](#).

- Using this option means we can hand hold you throughout – so you do not have to deal directly with Royal Mail or the Printers;
 - It can work out cheaper as we're ordering in bulk;
 - It allows you to consistently stay in touch with voters and to follow our campaign literature "[volume plan](#)".
 - **There is either the option to choose a Tabloid or an A3**

1. b) By going through a printer and booking direct with RM for your own bespoke needs.

- You can book a bespoke deal – you may not get the price reductions of ordering in bulk, but you can opt to book successive weeks on the same contract with Royal Mail. You will receive a 50% reduction on the order for your second week. The price will decrease the more orders you place on the same contract.

To find out more about this, email our Royal Mail contact on: stefan.mills@marketreach.co.uk who will guide you through the whole process or contact henry.mcmorrow@libdems.org.uk for initial advice.

2) Paid local delivery

You could also employ the services of a local paid delivery company to deliver your literature. Individual paid delivery companies will cover varying areas, with different prices and levels of reliability. *We strongly recommend that you ask for references from previous customers if you are considering using a new commercial delivery company for the first time.*

We are in the process of crowdsourcing a list of commercial delivery companies. If you are in need of a recommendation locally, we'll see what we can do. Equally, if you have any recommendations – please email campaigners@libdems.org.uk

Recommended printers

There are several commercial printers who the Campaigns & Elections Team have dealt with over the years. The printers listed below are ones who have done a significant amount of work for the Lib Dems and are aware of the various needs local parties often have. Obviously you may also have a local printer you use and are happy with.

- Election Workshop, Charles Glover – charles@electionworkshop.co.uk

- Park – Richard Fingland r.fingland@parkcom.co.uk
- Print and Digital (tabloids) – johnc@printanddigitalassociates.co.uk

Options for posted direct mail

- **Direct mail deals through Election Workshop and ALDC:**

ALDC are offering a number of bulk-buy deals. Some may require further consultation with them on the best way to utilise them **but we wanted to alert you especially to their Direct Mail deal**. You can find out more [here](#).

- **Stannp – for your direct mail postage needs**

This is a national direct mail (addressed) service with an online booking system for you to make your orders.

- It's a reasonably priced national service
- It's a simple, online process that can be completed in minutes
- The more you order, the more you save

You can find out more [here](#).

You may also want to investigate addressed mail services from [OnePost](#) and [Whistl](#).

Support for your Digital campaign

The field resources team are organising bulk-buys for Facebook and Instagram advertising to reach voters in your area with key messages online.

1 in 6 local parties signed up to our first digital bulk-buy, which saw ads reaching more than half a million people.

The latest digital bulk-buy offer will always be available at libdems.org.uk/digital-bulk-buys

We are also training local campaigners in how to campaign effectively online, find out more at libdems.org.uk/digital-training

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