

Developing the Voluntary Party

12% Proposal 1

Proposal 1

To link Political Campaigning and Social Action and make them the mission and purpose of Local Associations

Our objective is to focus Local Associations on reaching out to their communities through the delivery of Political Campaigning and Social Action programmes.

Our target seats demonstrate what can be achieved when focussing on effective Political Campaigning and Social Action. Each target seat has had its own Campaign Team. They are outward looking and focussed on delivering results.

Campaign teams have been generally chaired by the PPC or by a proactive member of the Association with leadership qualities. The teams have been **developed locally**, made up of **co-opted members** who bring **unique skill sets** to the fore such as fundraising or project management.

Campaign Teams have successfully attracted large numbers of **new volunteers** by a single minded focus on reaching out to their communities through both political action and social action.

 [read more on proposal 1](#)

The teams have generally been highly motivated to achieve their goals, whether it is the pledge base, distribution network or embracing new ideas like **Social Action** projects. Importantly although there has been pump priming, **more than 80% of funds spent in target seats have been raised in target seats**.

Campaign directors have worked closely with the Campaign Teams. This has allowed the work of the Campaign Team to be more focussed and results driven. Target seat conferences and training days run by the Professional Party have proved an excellent way of passing on best practice. This direct level of professional support has been crucial to their success.

Many Associations are of course highly focussed on political campaigning already.

However, although many of our members are involved with a range of community/voluntary/charitable groups, Social Action programmes are not currently integrated into Local Association activities. We believe that placing Social Action at the heart of Local Associations can shift the focus of Association activities into their local communities, can attract new people and can provide a platform to involve others including people who are not necessarily members.

We also believe there are opportunities to develop a new type of Policy Forum that can attract new people to discuss politics and help the Party build links with local communities by engaging with local issues, holding public meetings etc. While some Policy Forums are well run and involve large numbers of people, many do not. Indeed, despite being in the constitution, current practice is that Policy Forums are not integrated into Associations, nor do they generally reach out to non-members of the Party.

The opportunity is to encourage the transformation of inward looking groups into advocates for our cause, who can embrace the views of those in the community, and give Local Associations a welcoming public face.

We propose that all Associations adopt the Campaign Team model and set up Social Action Teams and new Policy Forums.

To deliver proposal 1 we propose the following actions:

Actions

- a. To encourage all Associations to create a standing Campaign Team, appoint a Social Action Co-ordinator in the Team, appoint a Policy Forum Co-ordinator in the Team and invite the Campaign Team leader to join the Executive
- a. To encourage all Area Teams to appoint an Area Social Action Co-ordinator and a Policy Forum Co-ordinator to offer extra help, guidance and support to local Associations
- a. Conservative Headquarters to provide appropriate professional support from the Centre to service a national network of Social Action Teams and Policy Forums.

Your View On Proposal 1 *

I am in favour

I am neutral

I am against

Your Comments On Proposal 1

