**Welcome email to new supporters from a Local Party Officer**

Dear [NAME]

Firstly, welcome to the Liberal Democrats. As the [POSITION WITHIN LOCAL PARTY], I want to thank you for joining our movement.

Thousands of people like you are coming together to stand up for what they believe in and show the world that the politics of hope and unity can defeat the politics of grievance and fear.

Now, more than ever, Britain needs liberalism and people like you to be its voice.

As a registered supporter, how active you are is up to you. We can keep you updated with local news and if you would like, myself or one of my team would love to have you along to chat about your ideas, local and national in a nearby café or pub. You are also welcome to come along to any of o our events. We are a friendly bunch and always excited to meet new people and hear new ideas!

I hope to meet you in person soon, but in the meantime if you would like to get in touch please feel free to contact me on [PHONE NUMBER AND EMAIL ADDRESS].

Thank you once again for signing up.

Best wishes,

**Recruitment email from PPC**

Dear [NAME]

I often worry about the future of this country. Britain is facing a complicated, messy Brexit. Politicians from the two major parties speak words of intolerance and disunity. We are facing some monumental hurdles, such as an underfunded NHS, a housing crisis, increasing poverty, rising crime and climate change.

But I have hope.

Thousands of people are joining a new liberal movement to change the status quo; to see the politics of fear shut down, and to see values of acceptance, compassion and unity shine up and down the country.

But to get there, we need people like you to support our movement.

Will you register as a Liberal Democrat supporter today?

<<Register>>

Being a supporter of the party is completely free and you get to contribute your thoughts and ideas to our campaigns. As a supporter you can:

* Help shape party policy
* Attend party conferences
* Access party training
* Access the members’ portal of the website
* Attend local party events

This is an incredibly important time to shape the Britain we want to see for future generations. By supporting the Liberal Democrats, you can be part of that.

Support the Liberal Democrats today.

Thank you,

Name

**Recruitment template**

Dear

When the political landscape is as turbulent as it is at the moment, it is understandable to want to turn your back to it altogether.

But not everyone is able to weather the storm.

With Westminster in deadlock over Brexit for nearly three years, over issues has fallen to the side.

The NHS, police force and schools are dangerously under-funded, poverty and homelessness are on the rise, those on welfare are having it taken away from them, and our climate is under threat.

We cannot be by-standers.

We must stand up and stand together.

We must demand better for this country.

Do you want better for Britain?

Register as a supporter today.

The Liberal Democrats are a party open to anyone who shares liberal values. You don’t need to have big political aspirations, if you believe in rebuilding a society where fairness and opportunity are accessible for everyone, then join our movement.

Do you want to see an end to politics of fear and intolerance?

Register as a supporter today

As a Lib Dem supporter, you can share your passion and hopes, and be a part of a movement working towards a liberal Britain. Sign up and you can:

* Help shape party policy
* Attend party conferences
* Access party training
* Attend local party events

This is an exciting and crucial time to get involved. So join us today.

Thank you