

## **FUNDRAISING COORDINATOR – NIKKI ALDOUS**

It is often said that you cannot have “politics without pounds” and raising money for our cause, in order for Labour to win at every level, is critical. We know that the Tories have their few millionaires to bankroll them while we have a mass membership party and historic and crucial link to organised labour through the trade unions.

I believe this role is truly vital to our chance of defeating our opponents next year and particularly winning Norwich North which we must, in order to help form a Labour government. I have a record of fundraising, am an effective communicator and comfortable at organising successful fundraising events.

If elected to this important role I will;

- a) Work with the Treasurer and EC to immediately draw up a fundraising forward calendar of events throughout the year ranging from the large scale dinners to smaller events such as quiz nights, coffee mornings, raffles, summer BBQs and our Christmas Party.
- b) Draw on the huge skill (much of it professional) which exists amongst our membership to plan, publicise and ensure these are successful. We are lucky as a constituency to have a significant reservoir of skill in this field and it needs to be coordinated and used effectively to this purpose. Fundraising should be fun too, and we need to put the ‘social’ back into socialism!
- c) Promote and develop the excellent Norwich Labour Party 100 club which is already generating thousands of pounds of much needed revenue for our party. If we could secure even just another 50 members into this club it would yield a very significant additional fund into our party with little administrative or organisational cost. That will take dedication and focus, significant time through meeting members and persuading them to join, but it is goal I have.
- d) Thanking our members and thanking those particularly who donate through attendance at events or through standing orders. Most importantly it is crucial we project very clearly where that money is spent and what the difference it makes achieves. Many members, for understandable reasons, might not know just how much it costs to produce a ward based leaflet or 100 posters. Paying towards these items of campaigning and seeing the valuable difference it makes can help stimulate our regular donations.

Taken together I know that we can fundraise better, develop the skills around this of our members and most importantly use the funds we generate to defeat our opponents to ensure general election victories for both Clive Lewis and Karen Davis and elect a radical and transforming Labour government. I hope you will support me.