

Richard
Fus

EAST BELFAST STRATEGY MEETING

10 January 1995

Present: John Alderdice, Mervyn Jones, Danny Dow, George Acheson, Maureen McConnell, David Ford, Richard Good.

Discussion:

1.) RECRUITMENT:

i.) R. Good to take names from electoral register of all those who will become 18 years old, to be used for the mailing of a letter from the Party Leader and / or Young Alliance.

ii.) Register to be divided between branches for the identification of potential members who can then be contacted from the office.

iii.) The opportunity for people to help without having to join should be stressed in literature such as focuses.

iv.) Members should be asked at the A.G.M. to ask their sons and daughters to join the Party or to help with leafletting etc.

2.) FOCUS LEAFLET:

It was felt that we should aim to have a focus leaflet ready for distribution by the end of January.

Ideas: - include a box for people who may wish to help without joining.

- split areas effectively, using more identifiable names than the ward names where appropriate.

- include story on change of staff.

.. - start with Stormont / Cherryvalley.

3.) CARDS:

Agreed to re-draft existing cards and produce.

4.) OFFICE:

Entrance way and front door in need of paint.

Ways of improving profile at pavement level were discussed, but no decisions were reached.

5.) WEDNESDAY NIGHTS:

It was felt that the practice of using Wednesday nights as a time when there would always be an activity for members to get involved in should be revived. Such activities could include canvassing, "meet the people", leaflet drops, or a community survey (this was an idea forwarded by David Ford, whereby a short survey is delivered in a particular area, and people are asked either to wait for our return or place it through their letter box).

It was suggested that we could contact a different branch each week to encourage participation on these nights.

Wednesday night surgery, 6.45 - 7.30pm, to continue.



The Alliance Party of Northern Ireland

ACTION RESULTING:

- ① FOCUS LEAFLET: Contact Stormont / C'valley people for ideas on content.
 - : Draw up + order from H.Q.
 - : In time for AGM on 25th.
- ② RECRUITMENT: 2 Good to work on 18th birthday list, aiming to start in February.
 - : Register to be split + given to branches for identifying potential members.
 - Letter to be drafted for use.
- ③ CARDS: Re-draft of cards. + order from H.Q.
Aim to have completed by AGM on 25th.
- ④ OFFICE: Decide on decor needed + purchase.
 - : Set aside a weekend for decorating.
 - : Need to liaise with landlord?
- ⑤ WEDNESDAY NIGHTS: Draw up list for Branches to contact.
 - : Draft a 'community survey'.
 - : Aim to have completed by AGM on 25th.
- ⑥ AG.M.: Prepare a presentation on Association activities, incl - what doing about recruitment, eg. 18th, identifying potentials, Helpers, 'Sons + Daughters'.
 - New cards.
 - E.B.O. weekend of redecorating. (volunteers?)
 - Wednesday Nights.