

Area Campaign Strategy

Introducing Martin Schwaller

Parliamentary Candidate for Anglesey



Introduction

Martin Schwaller is now the Parliamentary Green Party candidate for Anglesey. There has been little political activity on behalf of the Green Party on Anglesey for some time. An opportunity exists to make significant gains in a seat with a dissatisfied electorate unsure of the main party activities. This Strategy sets out the aims and the tools and methods we can use to build a successful campaign.

Aims

The main aim of this strategy is to gain support for Martin and maximise the Green vote at the General Election in 2024.

To build a stronger foundation for the Green Party in Anglesey, North West Wales.

To gain membership numbers particularly amongst Anglesey residents.

To build a platform of dedicated Green voters on which to build for future elections.

Tools and Methods

Martin's main focus will be on developing relationships with local people and organisations. This activity will be supported by a range of tools;

- Members : Contacting members to increase their opportunities to support
- Social media : Facebook, "X" and Tic Tok (and You Tube?) Profiles and regular posts
- Meetings and events : Seeking and/or setting up opportunities to meet groups of people
- Information : Developing a range of information about Martin's campaign for distribution

The Work These activities will be supported by the Campaign Manager and volunteers.

- Ongoing volunteer recruitment and support
- Seek opportunities to network and raise profile at meetings and events. This could include setting up information events
- Introduce individuals to the campaign
- Set up social media presence. Support this activity by commenting, liking, sharing, re-tweeting
- Research Face book for local groups that would be appropriate for targeted posts.
- Prepare information for the campaign and help with on compliance around Green Party Comms
- Work with and support volunteers
- Sharing information and talking about the campaign