

How can you help?

Delivering a campaign of this size and ambition will require a Field Organiser who will drive activity, recruit volunteers and build an army of activists to deliver the campaign.

- ▶ It costs **£20,000 to employ a Field Organiser full-time** who will oversee recruitment and drive activity to ensure we are hitting targets
- ▶ It costs **£10,000 to employ a Field Organiser part-time**
- ▶ It costs **£5,000 to deliver a magazine to the constituency**, promoting Tom Morrison and the work he is doing in Cheadle
- ▶ It costs **£2,500 to telephone 2,500 voters** across Cheadle
- ▶ It costs **£1,000 to pay for a direct mail shot** across the constituency



TOM MORRISON

The best choice for Cheadle



Contact Tom

tom@tomorrison.org.uk | 07854 562 460 | www.tomorrison.org.uk

3 things to know about Tom

1. An experienced campaigner, with a track record of delivering high-profile campaigns and winning elections across the country. Since Tom was selected as the Parliamentary Candidate in Cheadle, the Liberal Democrats have won council seats, won the European Elections and grown in the local polls.
2. Tom has record of action in Cheadle. He is a local councillor, a school governor and is leading the campaign to bring life back to our High Streets and to get more funding for our local schools. A strong ally of Stockport for Europe, Tom is also campaigning to give people a final say on Brexit.
3. Tom is a strong advocate of the Northern Powerhouse agenda. After working for United Utilities and with organisations such as Mersey Tidal Commission, HS2 and Northern Gas Networks, Tom understands the importance of developing a coherent Northern strategy and the importance of rebalancing the UK economy.



"Tom's energy and determination has driven us forward in Cheadle. If there's someone who can win the seat back for the Liberal Democrats, it is him."

- Mark Hunter, Former MP for Cheadle



A winning campaign

- ▶ Regular and repeated contact with electors through doorstep canvassing and phone calls is vital for election victory – as proven by the Liberal Democrat win in the Brecon and Radnorshire by-election
- ▶ A minimum of 40,000 leaflets delivered across Cheadle each month, with additional direct mail to around 25,000 houses, segmented by themes and interests using our sophisticated messaging platform
- ▶ An ambitious profile raising and issue-led campaign using digital channels, maximising on audience targeting on Facebook and utilising email to generate more awareness and engagement
- ▶ Recruiting around 1,000 members and volunteers to help deliver the biggest campaign Cheadle has seen

Project 4,507

25,000

votes will win Cheadle

19,824

votes for the Lib Dems in the last General Election

10,417

Labour voters to squeeze

- ▶ Our analysis shows that 25,000 votes will win Cheadle for the Liberal Democrats. The Liberal Democrats are currently 4,507 behind the Conservatives, with 10,417 Labour voters to squeeze
- ▶ Our sophisticated data handling software allows us to target and segment electors into distinct groupings and deliver effective, specific messages
- ▶ By focusing our campaign on a coalition of voters we can build a majority to win Cheadle and put Tom in Parliament

"With just over 4,500 votes in it, Cheadle is one of our most winnable seats. With the right financial support Tom will be Cheadle's next MP."

- Hilary Stephenson, Former Director of Campaigns

