

# BE A COUNCILLOR

## BE A COUNCILLOR PROGRAMME 2024

Welcome and introduction to Councils, to the trials and tribulations of being an Independent councillor and what support is available. We meet fortnightly noon Saturday on Zoom. LINK Please register and join us on 07506930109

### **Week one 3rd February 2023 Jason Zadrozny**

Why be a Councillor? Success stories - Ann Dorrian, Adam Zerny  
Who might be a councillor – can you recruit others to join you?  
Recruiting candidates and helpers

### **Week 2 10<sup>th</sup> Gillian Ford,**

Understanding your area, canvassing  
Developing your key issues  
Your communication strategy

### **Week 3 17<sup>th</sup> Craig Brown, Ed Gemmell**

Recap communication strategy  
Getting engaged in the community.  
Social media, press

### **Week 4 24<sup>th</sup> Jo Beavis, Ann Hook, Adam Payntor**

Drafting your ideas in a leaflet, posters, podcast  
Writing a newsletter

### **Week 5 2<sup>nd</sup> March**

Elections on a shoestring - funding  
How to get elected – fine tuning your strategy

### **Week 6 9<sup>th</sup> March Ann Dorrian,**

Election run-up and the day itself – good luck!  
Top Tips from the winners!