



**Provincial Liberal Association  
Program Introduction Package**

**July 2020**



July 1, 2020

Friends:

We already know that our victory in 2022 will be delivered by volunteers like you. You are the face of our party in your community and the heart of movement across Ontario. But we can do more to help fund your efforts to elect the next Ontario Liberal government.

We're at a challenging time in our history. While the 2018 campaign dealt us a significant setback, another big challenge still lies ahead of us: the cancellation of the per-vote subsidy that played a major role in funding our last campaign.

We're working to meet this challenge head-on by taking the lessons we've learned in the past and updating them for a new decade. Together, we can build up our party in time to meet this challenge through a new monthly giving program built to directly benefit local riding associations while electing a new Liberal government.

This spring, we asked you what it would take to build that program. You gave us plenty of feedback on what we've gotten right, what we've gotten wrong, and what we've missed in the past when it comes to building up a fundraising machine capable of winning in ridings across the province.

**Today we're launching that program: The Liberal Future Fund.**

In this package you will find resources that will help you launch and build up the Liberal Future Fund in your riding. You'll also find more information about upcoming training opportunities that will help familiarize you with the core details of the Fund and answer your questions about the program.

As a party, we know that funding a *winning* campaign, locally and across the province, will only be possible through thousands of generous and consistent small-dollar donations made by dedicated Liberals like you. And the Liberal Future Fund is the tool we will use to make that victory a reality on June 2, 2022.

Thank you for all you have done and continue to do for our movement. And thank you for taking this next crucial step with us as we work to build a Liberal Future for Ontario.

Brian Johns  
President  
Ontario Liberal Party

## **Future Fund Package Contents**

### **Program Introduction Package**

- 1** Message from President Brian Johns
- 2** PLA Liberal Future Fund Information Sheet
- 3** Support and Engagement
- 4** Frequently Asked Questions

### **Supporting Documents Available for Download**

- 5** Fundraising Guide: Building Up Your Local Liberal Future Fund
- 6** Call Script: Transferring ABCs
- 7** Call Script: Bump-Ups
- 8** Call Script: Lapsed Donors
- 9** Call Script: Prospects
- 10** Fact Sheet: Tax Credits

### **Related Files Available for Download**

- 11** Promotional Flyer
- 12** Printable Fund Donation Form
- 13** Template: Fund Letterhead
- 14** Template: Prospect Letter
- 15** Template: Prospect Email
- 16** Branding Files