

IT'S TIME TO REBUILD

A SHARED VISION TO RENEW THE
NOVA SCOTIA LIBERAL PARTY



Amanda

It's Time



RENEWAL STARTS WITH YOU

We rebuild trust by showing up, listening, and giving people a reason to believe in our future.

The Nova Scotia Liberals must be a party that people hear from and see year-round, not just when an election draws near. I have spoken to members across Nova Scotia, and I'm proud to present a plan that offers a hopeful, shared vision for a rebuild of the Nova Scotia Liberal Party with specific actions for implementation.

First, I will revisit the *Toward Renewal* report completed in 2022 and implement the recommendations.

The plan centres on three pillars:

- Our Membership
- Our EDAs
- Election Readiness



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OUR MEMBERSHIP

We've stopped listening to our members. Declining engagement with our membership and local associations has created a fractured party, and confusion on what the Nova Scotia Liberal Party stands for.

We lost touch with the grassroots - especially in rural Nova Scotia.

This time, we're going to give people a reason to believe in us.

Under my leadership, the Nova Scotia Liberal Party will:

- **Immediately plan a regular Leader's Tour** to hear from Nova Scotians, not just during the summer or an election campaign.
- **Revisit the Party By-Laws within one year of taking office** to outline our values and what it means to be a Nova Scotia Liberal.
- **Promote our commissions** and work with them to develop their own individual strategic plans, offering additional party resources where applicable.
- **Provide regular opportunities** for the membership to connect with the Caucus, EDAs, and each other across the province.
- **Create a robust, competitive communications and media campaign** that defines our brand and our values.
- **Develop a Comprehensive Fundraising Strategy** that includes prompt follow-up with potential donors, accurate assignment of funds, and timely acknowledgement of donations.
- **Collaborate with the Nova Scotia Young Liberals** to build a *Youth Engagement Strategy*.



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OUR EDAS

The party that next forms government will be one that acts on the concerns of Nova Scotians - the one that builds on their dreams.

Electoral District Associations (EDAs) are the vehicle to bring our visions for Nova Scotia into reality.

Liberals who have worked with an EDA know their communities, understand their concerns, and share their dreams for the future. We need to give them the resources to help build that vision together.

I am committed to work with the Board and staff to encourage and support initiatives that will strengthen and empower EDAs and campaign teams.

Under my leadership, the Nova Scotia Liberal Party will:

- **Improve dialogue and transparency** between EDAs, the Leader and the Caucus and Party leadership.
- **Meet with all 56 EDAs** to better understand regional needs.
- **Develop a Strategic Plan to help rebuild EDAs** that can be tailored to each riding.
- **Expand supports to EDAs**, including training, communications, succession planning, election readiness, and fundraising assistance.
- **Develop a party-wide Volunteer Strategy** that encompasses recruitment and regular training, and connects volunteers with their local EDAs.
- **Strengthen volunteer recognition efforts** to ensure our dedicated volunteers feel valued and appreciated.
- **Leverage virtual and digital tools** to strengthen the work of the Party and EDAs, including establishing clear Key Performance Indicators (KPIs) for members and candidates.
- **Create a centralized online space for EDAs to access resources**, share information, and connect with one another year-round.



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ELECTION READINESS

Our party needs to be ready to form government.

We need to have the people, platform, and plan ready that will build a better Nova Scotia. There are plenty of passionate Nova Scotians who want to see this province succeed, and we need to be ready to run a campaign that captures their hopes for what this province can be. We need to take steps to be ready for the next election now and I am committed to working with the Board, staff, and our Caucus to do this successfully.

Under my leadership, the Nova Scotia Liberal Party will:

- **Host Platform Development Roundtables** instead of policy sessions to continuously build our platform for the next general election, both provincially and regionally.
- **Collaborate with the Caucus and the membership** to understand priorities, and provide a clear focus so platform discussions are targeted.
- **Work with the Caucus** to put forward member priorities in the Legislature.
- **Schedule Campaign Schools** for party members early in my tenure to build consistency and clarity into our work.
- **Prioritize database cleanliness** to ensure accurate, organized data that strengthens member engagement, volunteer coordination, and election readiness.
- **Help EDAs identify and support potential candidates** before the writ period.
- **Ensure a fair, open nomination process.**
- **Appoint an Election Readiness Chair** to the Board to work closely with Party staff, liaise with local campaign teams, build capacity, and offer training.



Pillar	Deliverable	Timeline
Our Membership	Scheduled Province-Wide Leader's Tour	1-6 Months
	Comprehensive Fundraising Strategy	1-3 Months
	Comprehensive Communications & Media Strategy	3-6 Months
	Youth Engagement Strategy	3-6 Months
	Revised Party By-Laws with Recommendations	1 Year
Our EDAs	56 Scheduled EDA Executive Meetings	1-6 Months
	Volunteer Recruitment Strategy	3-6 Months
	EDA Rebuild Strategic Plan	3-6 Months
Election Readiness	Appointed Election Readiness Chair	1 Month
	Campaign Schools Scheduled	1-3 Months
	Platform Development Roundtables Scheduled	1-3 Months

I will build a party that is positive, inclusive, and focused on possibility. Our platform must be rooted in an inspiring vision for what Nova Scotia can become. By showing up, listening genuinely, and giving people a meaningful place in our movement, we can earn back trust one community at a time.

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**NS
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