together BECKY



PILLAR 1

COME TOGETHER

BUILD, ORGANIZE AND BE ELECTION READY



RENEWAL STARTS NOW

The Nova Scotia Liberal Party has deep roots in communities across this province.

Those connections have to be active and meaningful. We need a party that is present in communities year-round, that gives people purposeful ways to participate, and that is organized to campaign and ready to govern before an election is called.

Renewal starts by bringing our party together: listening to members, welcoming Liberals back and inviting new people in. We must strengthen our Electoral District Associations (EDAs) and build lasting connections between members, communities, the party, the caucus and the leader.

With no fixed provincial election date, we cannot wait to build that organization. That means activating all 56 ridings, recruiting candidates and volunteers, building the campaign team and infrastructure, raising the resources required to compete, and beginning the work of developing the next election platform together.

I am running to lead this party, but I am not waiting for the result to start building it. I want this campaign to leave the Liberal Party stronger than I found it, regardless of the outcome. That means listening, identifying what can be improved, and acting now wherever I can.

We can listen, build and prepare at the same time. That work is already underway and I want to continue it as Leader.

BECKY



LISTENING THAT LEADS TO ACTION

The Toward Renewal report (Cowan/Ryan) provided important insight into what went wrong, where we can improve and what will make a difference in moving our party forward. But five years have passed, and our province and our politics have changed considerably in that time. Our renewal has to be grounded in what Liberals and Nova Scotians are experiencing now, what they know from their own communities, and what they expect from their party.

I have been travelling across this province and meeting Nova Scotians online through town halls, and hearing directly about what is working, what is not, and where people believe our party needs to do better. The message is clear: Liberals are united in our desire to win.

There is work to be done, and there is also resilience, energy and a readiness to build a party that Nova Scotians can trust.

Listening must be paired with action. People should be able to see how their experience, knowledge and ideas shape the work of the party. And before we ask for their time, money or vote, we should be clear about what we offer: ways to connect, contribute and help shape what comes next. That also means listening to people who have not always seen a place for themselves in our party, understanding the barriers to participation and acting to remove them where we can.

That approach is already guiding my campaign. In conversations with EDAs, members have pointed out that new people are joining the party without understanding what membership means or how to get involved. I asked the party to introduce a welcome email for new members. It is now being sent to everyone who joins, with information on how to connect and participate.

That is the approach I will bring to leadership: listen, identify what can be improved, and act when and where I can.

In addition to the listening and building already underway throughout this campaign, I am committed to:

Calling programs that listen first

We will develop an outreach strategy that starts by understanding people's experiences, priorities and knowledge of their own communities.

I will establish a calling program with trained volunteers whose first job is to listen. The purpose will not simply be to ask people to volunteer, donate or support us. It will be to understand what they expect from their Liberal Party, tell them what opportunities exist to participate, and help connect them to the work that interests them. We should show people what they can be part of before asking what they will give.

Continue online and in-person town halls with the Leader

If elected Leader, I will continue holding town halls across the province with Liberals and other Nova Scotians. These conversations will include party renewal, election readiness, policy development and the issues members and communities want brought forward.

Town halls will be part of a broader structure for keeping the Leader and caucus connected to Liberals across Nova Scotia.

Create a Youth Advisory Group to the Leader and hold Youth Reverse Town Halls

Young people have told me they want a more substantive role in shaping policy and ideas for the future, and that too many of their peers do not see a place for themselves in our party or in politics.

We will establish a Youth Advisory Group to the Leader so that youth have an ongoing voice and engagement continues beyond individual events.



We will also hold Youth Reverse Town Halls, where young Liberals choose the format and the issues. They will lead the conversation. I will listen, ask questions and hear directly from them about the future they want to build.

Welcome people back and invite people in

We will support EDAs in creating local, informal ways to reconnect with Liberals who have stepped away and to welcome people who are new to politics, new to our party, or new to Nova Scotia and Canada.

There are Liberals across this province who have given their time, ideas and energy to the party but no longer feel connected to it. We should be intentional about reaching back out, not simply when we need volunteers, donations or votes, but because their experience, relationships and perspectives still matter.

At the same time, we need to make sure people coming through the door for the first time feel that there is a place for them. That includes people who are new to politics and newcomers who may be engaging with our political system for the first time.

People who have chosen to make Nova Scotia home bring experience, knowledge and perspectives from communities here and around the world. Our party should make room for that contribution throughout its organization as members, volunteers, policy contributors, organizers, candidates and leaders.

Joining or rejoining the party should be the beginning of a relationship. We want people to feel welcomed, connected locally and able to find meaningful ways to contribute.

Before we ask people what they can give the party, we should make sure they understand what they can be part of.



Build a party that reflects Nova Scotia

We will also make sure our recruitment and development efforts reach communities across Nova Scotia, including Acadian, African Nova Scotian and First Nations communities.

That starts with listening and understanding. We need to hear directly from people about the barriers that make it harder to participate in the party, seek leadership roles or put their names forward as candidates, and act to remove those barriers where we can.

We will identify, encourage and support people to participate as candidates, organizers, volunteers, policy contributors and party leaders.

A party that seeks to represent Nova Scotia should draw on the experience, knowledge and leadership found across the province.

Strengthen connections between the Leader, MLAs, caucus, party, EDAs and membership

We need structures that create regular, meaningful connections. Personal relationships are important, but they do not scale and they cannot carry the weight of an organization that hopes to govern. A party that relies on only personal access to stay connected will lose that connection when they face the demands that come with governing.

Under my leadership, we will build the meetings, town halls, commissions and other structures now that will keep members, communities and elected officials meaningfully connected when we govern.

And as Leader, I will establish clear expectations for Liberal elected officials to remain active participants in the party organization, including regularly attending EDA and party meetings and staying connected to local members. We will assist ridings that are long-unheld to revitalize their local associations.

Give rural communities a permanent voice

We will establish the already-announced Rural Communities Commission, with its own membership, executive and AGM and representation at the Provincial Board table.

The Commission will strengthen the connection between rural communities, EDAs, the party and caucus, and provide a permanent route for rural priorities to inform party and policy development.

Strengthen our existing commissions

The Women's Commission, Seniors Commission and Persons with Disabilities Commission provide important ways for members to connect, organize and bring their experience and knowledge into the work of the party.

We will strengthen those connections by ensuring the commissions have regular opportunities to engage with the Leader, MLAs, caucus and party and to contribute to policy development, organizational renewal and election readiness.

Create a regular action and feedback loop

Members should be able to see that their participation has an impact.

When members contribute ideas, identify challenges or propose solutions, we should not simply collect that input and move on. Where there is a good idea we can act on, we should act on it.

Where member input changes a decision, priority or direction, that should be visible in the work of the party.

We will also report back to EDAs and members on what we are hearing, what we are acting on, what we are not acting on and why.

My commitment to engagement is at the heart of what I offer as a leader: involve people early and often, act on good ideas, follow through and report back.





THE FIRST 100 DAYS

Listening and action can happen at the same time. In the first 100 days, we will continue building relationships across the party while putting the organization required for the next election in place.

Launch the listening and re-engagement program

Begin the province-wide listening-first calling program and support EDAs in reconnecting former Liberals, welcoming new participants including people who are new to Nova Scotia and Canada, and identifying what members and communities want from the party. Build member onboarding into that work so people who join understand what the party offers, how to connect locally and how they can participate.

Establish regular member engagement

Continue regular online and in-person town halls with the Leader, launch Youth Reverse Town Halls, establish the Youth Advisory Group and put in place a regular process for reporting back to members on what we have heard and what happens next.

Establish expectations for MLA engagement

Establish expectations for regular participation by Liberal elected officials in EDA and party meetings so meaningful connection between caucus, members and local organizations is built into how we operate year-round.

Put campaign leadership in place

Appoint senior campaign leadership responsible for preparing for the next provincial election and begin building the provincial campaign organization immediately.

Launch candidate recruitment

Establish dedicated leadership for candidate recruitment, begin identifying prospective candidates

across all 56 ridings and start the work required to move toward open nominations. Recruitment will reach deliberately across Nova Scotia, and will be informed by what we hear about barriers that may make it harder for people to put their names forward.

Start building the campaign team

Begin identifying and recruiting the people needed to build the provincial campaign organization before an election is called, not after.

Assess all 56 ridings

Establish an organizational baseline for every EDA, identify gaps in capacity and begin directing training, tools and support where they are needed. Districts that have been long-unheld will have different baselines than those with more robust organizations.

Begin the next platform process

Launch the work of developing the next election platform with members, caucus, EDAs, communities and subject-matter experts across Nova Scotia.

A leadership campaign can establish priorities and direction. The next election platform belongs to the broader party and should be built with it.

Build the fundraising operation

Begin building the fundraising program required to sustain a year-round provincial organization and prepare for the next campaign.

Modernize data and voter contact

Strengthen the party's data, organizing and voter-contact infrastructure and ensure local organizations have the tools and training required to use it effectively.

Begin early voter identification early

Start voter identification well before an election is called, with the tools, training and support EDAs need to identify supporters, build relationships and understand where additional outreach is required.

Train before the election

Begin developing prospective candidates, campaign teams, volunteers and EDAs before an election is underway.

Create a Nova Scotia Liberal Leadership Cohort

We want to make it easier for people who are new to politics to become meaningfully involved while also developing the next generation of Liberal organizers, campaigners and candidates.

The Nova Scotia Liberal Leadership Cohort will match experienced mentors with newly engaged members and provide opportunities for practical experience in EDAs, policy, events, communications and other areas of the party's work.

Outreach for the Leadership Cohort will reach communities across Nova Scotia and help create more opportunities for people who have traditionally been underrepresented. Where appropriate, additional outreach staff may be hired.

Give every EDA the tools to succeed

Launch the already-announced EDA Development Platform by February 28, 2027, providing practical resources for fundraising, candidate and volunteer recruitment, outreach, training and election readiness.

EDAs will also be able to identify improvements and share successful approaches with one another so the platform continues to develop with the people using it. For example, we will provide training to help ridings plan events (including but not limited to

fundraising opportunities for donors of varying means).

Recruit, develop and recognize volunteers

Build volunteer recruitment, training, development and recognition into the party's year-round organization.

The people already giving their time to the Liberal Party are central to rebuilding it. The objective is not simply to recruit more volunteers, but to support and retain the people who make local organizations work.

Establish the Rural Communities Commission

Put the already-announced Rural Communities Commission in place so rural Liberals and rural communities have a permanent voice in the party's organization, policy development and Provincial Board.

Strengthen connections with existing commissions

Meet with the Women's Commission, Seniors Commission, Persons with Disabilities Commission and newly formed Rural Communities Commission to identify priorities and establish regular ways for each commission to engage with the Leader, caucus and party.

Nova Scotia Liberals do not have to choose between taking the time to listen and acting with urgency.

We can bring the party together, rebuild our organization and prepare for the next election at the same time.

The work starts now — together.

BECKY DRUHAN

WHAT THE FIRST 100 DAYS DELIVER

By the end of the first 100 days:

- **A province-wide listening and re-engagement program** is underway, including outreach to current members, former Liberals and people who are new to the party.
- **Regular online and in-person town halls** with the Leader are established.
- **Youth Reverse Town Halls and a Youth Advisory Group** are in place, creating an ongoing route for young people to help shape the party's work.
- **A regular member feedback loop** is operating so members know what was heard, what action is being taken and why.
- **Campaign leadership** is in place and building the next provincial campaign.
- **Candidate recruitment** is underway across all 56 ridings.
- **Community Outreach** is underway across Nova Scotia, informed by direct conversations about barriers to participation and practical steps the party can take to reduce them.
- **Campaign-team recruitment** has begun.
- **All 56 ridings** are being assessed for capacity, organizational readiness and support needs.
- The **Rural Communities Commission** is established.
- The **EDA Development Platform** is moving toward its February 28, 2027 launch.
- The **Nova Scotia Liberal Leadership Cohort** is underway, connecting experienced Liberals with newly engaged members.
- **Volunteer recruitment, development, training and recognition** are being incorporated into the party's year-round organization.
- The **next election platform process** is underway with members, caucus, EDAs, communities and subject-matter experts.
- A stronger **year-round fundraising operation** is being built.
- **Data, organizing and voter-contact systems** are being strengthened and local organizations are beginning to receive the tools and training to use them.
- **Candidate, campaign-team, volunteer and EDA training** is underway before the next election is called.
- **Regular communication between the Leader, caucus, central party, EDAs and members** is strengthened so Liberals know what is happening and how they can participate.
- The **Women's Commission**, **Seniors Commission** and **Persons with Disabilities Commission** have established regular channels for engagement with the Leader, caucus and party.
- **Early voter identification** is underway, with EDAs receiving the tools and training to begin that work early.

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