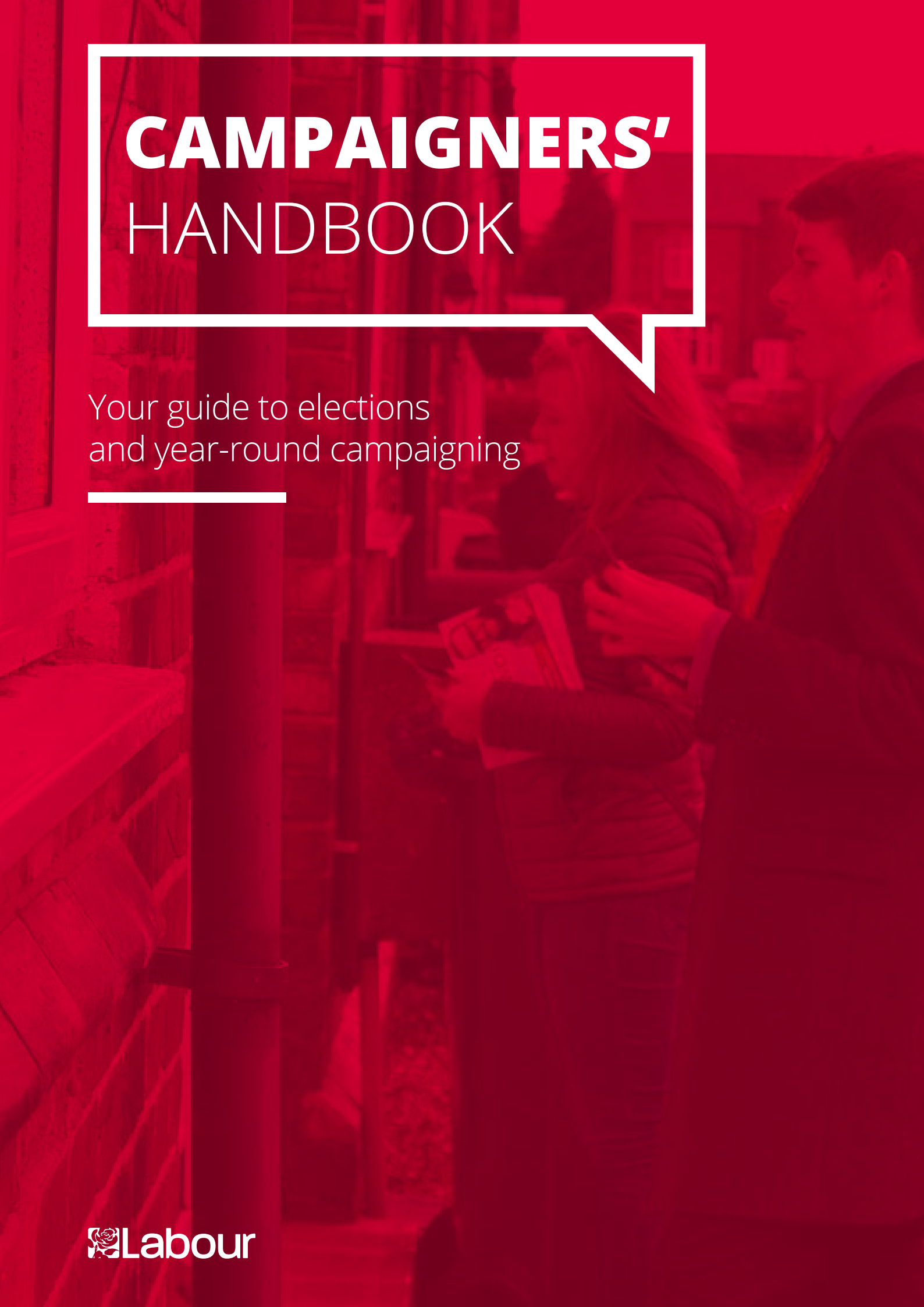
CAMPAIGNERS' HANDBOOK

Your guide to elections
and year-round campaigning



Labour

SAMPLE YEAR-ROUND CAMPAIGNING GRID

	January	February	March	April	May
Listening to Voters	Deliver Spring Newsletter and Door Knocking	Deliver PV Signup Letter and Door Knocking	Door Knocking	Door Knocking	GOTV/Polling Day
Developing and Delivering your message	Write PV Signup Letter		Election Address	Door Knocking/ Leafletting	GOTV/Polling Day
Engaging and Growing your membership	Dialogue Training and Coffee Morning	Doorknocking Training and Fundraising Quiz	CLP Coffee Morning	Contact Membership about election, Polling Day Training	GOTV/Polling Day, Thank you party after election
Building Local Campaigns	Coffee Morning			Polling day Training	GOTV/Polling Day
Using the best information	Use Contact Creator and Insight for Canvassing Plan	Use Contact Creator and Insight for Canvassing Plan	Use Contact Creator and Insight for Canvassing Plan, Ensure PV list is up to date	Use Contact Creator and Insight for Canvassing Plan	Use Insight and Turnout for Polling Day

June	July	August	September	October	November	December
Deliver Thank you DM to voters		Direct Mail and Survey to Voters		Deliver Autumn Newsletter/ Doorknocking	Deliver Autumn Newsletter/ Doorknocking	
Write Thank you DM to Voters	Write Direct Mail and Survey to Voters	Decide CLP Print Plan	Use Survey returns to look at issues being raised	Design Calling Cards to use during the Campaign		Write Spring Newsletter
Branch and CLP AGMs	Summer BBQ		CLP Film Social	Doorknocking Training and Fundraising Quiz	CLP Annual Dinner	Christmas Social
	Coffee Morning	Direct Mail and Survey to Voters	Use Survey returns to look at issues being raised	Launch Campaign	Coffee Morning	Get involved with community events
	Enter Marked Register	Enter Marked Register	Buy New Phone Numbers for CLP	Use Contact Creator and Insight for Canvassing Plan	Use Contact Creator and Insight for Canvassing Plan	Use Contact Creator and Insight for Canvassing Plan

IF YOU ONLY DO FIVE THINGS:

1. **Listen to voters – Organise a door-knocking session**

Listening to people's concerns and hopes for the future has got to be at the heart of everything we do. Take every opportunity to engage with people where they live, work, socialise and spend their time.

2. **Deliver your message – Post on Facebook and advertise using Promote**

Your message should relate to what people are concerned about and how Labour will improve things. You can deliver your message in person, by word of mouth, through leaflets and direct mail letters, in the media and online through emails, websites, Facebook and other channels.

3. **Engage your membership – Undertake a membership skills audit**

By the strength of our common endeavour we achieve more than we achieve alone. Never has this been truer than with the huge increase in our membership we've enjoyed in recent years. A good campaign has a role for everyone and reaches out to harness all the skills and creativity of our fantastic members.

4. **Build local campaigns – Hold coffee morning**

The campaigns we run have to be rooted in the communities we seek to represent. Work with local people to identify issues and empower local communities to deliver solutions.

5. **Keep your information up to date –Enter the Marked Register**

Our campaigns are only as good as the information they are based on. Make sure you keep your records up to date- enter the marked register and keep track of people's concerns and who they think they'll vote for.

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Introduction from Ian Lavery

Welcome to the new Campaigners' Handbook, your one-stop-shop for help and advice on campaigning year round and at election time.

In the last General Election we saw thousands - young, old and from all backgrounds - come out to volunteer for us. We saw enthusiastic faces going door knocking for the first time. We saw local parties awash with new faces. This powerful movement generated the biggest Labour vote share increase since 1945 and took away the Tories' majority. Now we need to build on that success and continue to grow our movement in every part of the country.

We all know that we need to reconnect with people that have drifted away from us over the years as well as enthuse newer supporters and reach out to people who have never voted Labour, or even voted at all, before. The key to doing this is building relationships and great campaigns in local communities. Making sure that we're constantly talking to people to find out their hopes and concerns for the future and working with them to find solutions. In this Handbook you'll find advice and tips to help you achieve that.

Look to chapter 3 for some great advice about growing and engaging your membership. We're at our very best when we're utilising all the skills of our fantastic supporters and reaching out to people who want to get involved for the first time.

I know that it's through delivering for people locally that we can show the difference a Labour government would make and chapter 4 offers some great advice about building local campaigns. We need to demonstrate that politics shouldn't be something that happens "to" people, but something that everyone can shape and take a stake in. There are some top tips in the Building Local Campaigns chapter about listening to local people to identify issues, encouraging people to get involved in local issue based campaigns and working with communities to find solutions.

This is an exciting time to be a Labour Party campaigner; our movement is growing, we're making gains and winning on the issues. I hope you will utilise the advice and guidance in this Handbook to help push your local campaigning to the next level and ensure everyone has a part to play in making Jeremy Corbyn the next Prime Minister of a much needed Labour government.

Thank you for all that you do.

Ian Lavery
National Election and Campaign Coordinator

Introduction from Andrew Gwynne

We saw first-hand at the last General Election what a difference a great campaign can have on the election outcome. Having the right message, communicating it effectively using multiple channels, mobilising our members and targeting effectively all contributed to depriving the Tories of their majority and putting us in prime position to make Jeremy the next Labour Prime Minister.

In this new Campaigners' Handbook you'll find invaluable advice on building winning campaigns. There are model campaign planners for year-round campaigns and for the vital short campaign. In the appendix you'll find a step-by-step guide to running a polling day, as well as example scripts and briefings for member mobilisation and door-knocking. There's also a wealth of advice on making the most of newer digital channels for campaigning as well as more traditional leaflets and face-to-face campaigning.

We know that whether we're using Facebook, direct mail, door-knocking or community campaigning using the best information is one of the key foundations of effective campaigning work and in chapter 5 you'll find some top tips to make sure you're keeping your records up to date and utilising the most useful information sources to inform all your work.

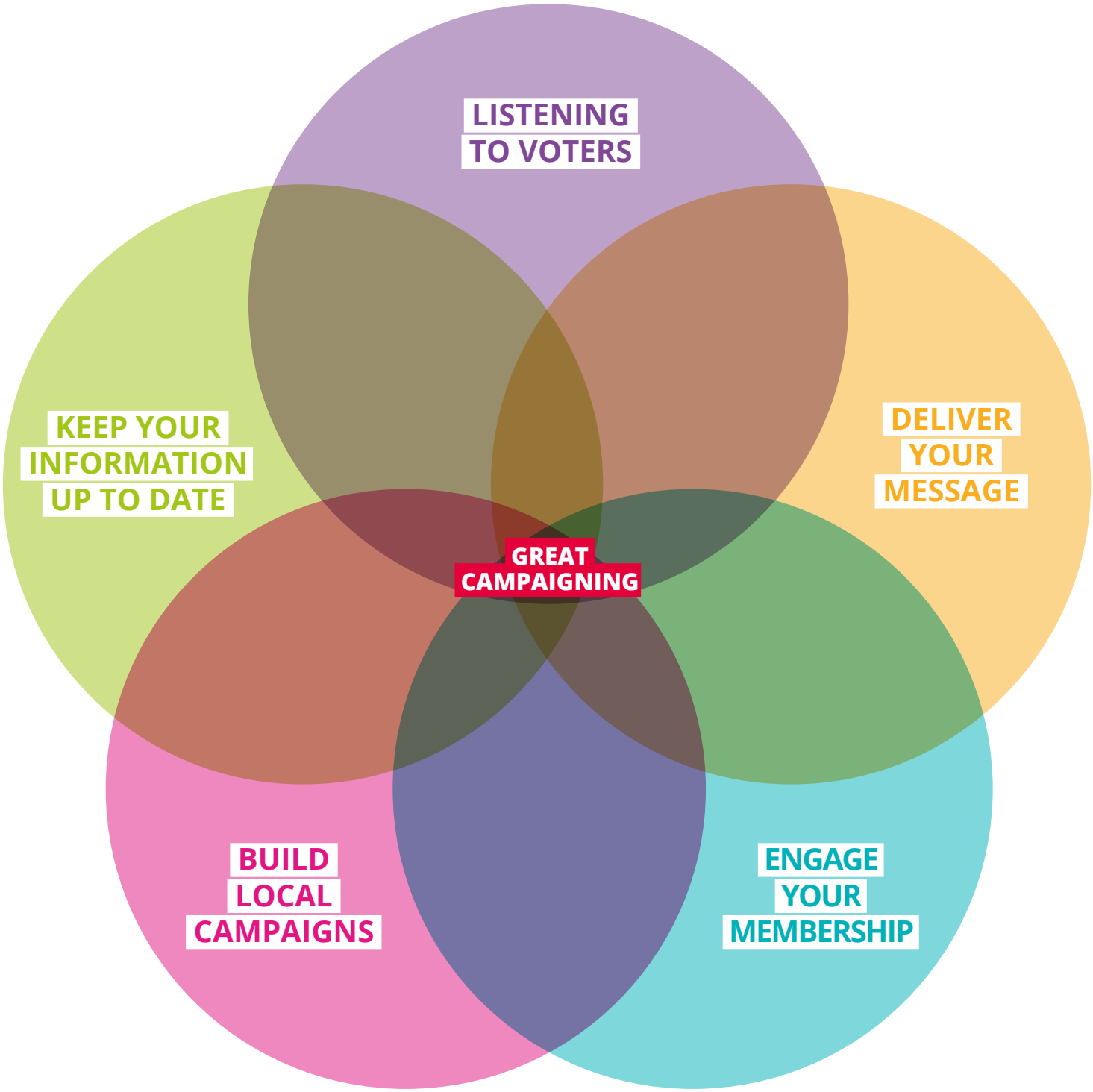
We also know that the local message you develop and deliver is crucial in persuading and motivating people to support us at every level. Clearly communicating how Labour values translate into practical, positive change and how the Tories are letting people down and only standing up for the privileged few must be at the forefront of all our work and Chapter 2 goes in to some detail about developing and delivering your message locally.

Our message has to grow out of the conversations we're having with people and Chapter 1 offers a wealth of advice on different methods of engaging with people and listening to their concerns. Everything we do must stem from the concerns and hopes of the people we seek to represent so it's right that listening to voters is covered in the very first chapter of this handbook.

The future is in our hands. By ensuring that we're running the very best campaigns all around the country we can take the fight to the Tories and deliver the Labour representation that people so desperately need.

Thank you for all your hard work.

Andrew Gwynne
National Election and Campaign Coordinator


LISTENING TO VOTERS
KEEP YOUR INFORMATION UP TO DATE
DELIVER YOUR MESSAGE
GREAT CAMPAIGNING
BUILD LOCAL CAMPAIGNS
ENGAGE YOUR MEMBERSHIP

Introduction

Welcome to the 2018 Campaigners' Handbook, we hope you will find it an invaluable resource in all your campaigning and organising work. Within, you will find information and tips on different methods of listening to and engaging with your electorate, developing, defining and delivering your message, engaging and growing your membership, building local issue-based campaigns and making sure you're using the best information to assist you in all of the above.

In the appendixes you'll find a wealth of other resources including a guide to running polling day, a suite of materials to help brief your volunteers, model campaign planners and a host of other useful bits and bobs to help you in your year-round campaigning.

This Handbook is split into sections but it's important to recognise how each part contributes to the others. It's only through listening to voters that we can develop an effective message. We need our members and the wider community to identify and fight local campaigns and to help refine and deliver our message. And we need to keep all our records up to date to inform everything else.

Much of the information, tips and advice presented in the various sections could just have easily been included under a different heading. To build a truly successful campaign you will need to incorporate all the different elements and recognise how they all contribute to the others.

Listening to voters

Listening to Voters

Engaging with voters all year is a key part of building your support across the constituency. It is important to have a plan of regular activity so that you can identify supporters and potential target electors, listen to their concerns and priorities and start to build a relationship with them.

Door knocking

Door knocking is the principle way of listening to voters. Personal contact with electors remains the most persuasive thing you can do.

As a campaign team, you should plan your activity so that is targeted to the areas that are a priority at that point in the electoral cycle. For example, in the run up to council elections, you would want to focus your activity in the target wards, whilst in an off year, you should focus on areas that are not likely to be targets – for example, wards held by opposition councillors.

You can use the Targeting Map in Insight to identify these areas (*insight.labour.org.uk*) – please note you will have to set up road groups for this to be an effective tool.

Once you've decided your priority areas, draw together a schedule of all your upcoming campaign sessions and ensure they are on the Events tool (events.labour.org.uk) and that your schedule is sent out to members by email. The Events Tool allows you to see people who have signed up for a session and you can therefore plan accordingly.

Regular campaigners and those who have signed up should be sent text reminders. You should have a programme of calling newer members to invite them to upcoming sessions (see Section 3). It is good to offer training before each voter ID session so that everyone has the confidence to canvass and that they are following best practice, ensuring they have rich conversations with electors. There are some sample briefings in the Appendix.

You could also think about running training sessions to train up new campaigners. There are two different ways you can do this. You could do 'on the job' training, by holding a briefing before a campaign session, or run a more formal training session and even invite a guest speaker.

New campaigners canvassing session	Campaign training event
Plan a special campaign session for members who haven't been door knocking before	Organising a formal training day is a great way to introduce members to campaigning and allows you to go into a bit more depth.
Invite all new and/or inactive members. You can easily do this by selecting these searches on Organise.	Think about using a community centre or venue in or near one of your key wards so you can head out on the doorstep afterwards.
Make sure you've got plenty of regular campaigners on hand to buddy up with those who haven't campaigned before.	Invite a speaker such as an MP, Councillor or candidate along.
Hold a short briefing at the start of the session. Don't forget to introduce everyone, talk through the script and what information you need them to report back.	You can cover the same things as in a shorter briefing, but there'll be time to go into a bit more depth – voter ID, print and the other tasks that make up a campaign.
Run through campaign essentials: outcards, stickers, pens, weather appropriate clothing!	Think about asking members to complete a survey or skills audit, and ask them to commit to some campaign activity.
Keep it sociable and fun – plan lunch or a coffee afterwards.	

Ensuring your door knocking sessions are as productive as possible is all about preparation. Before each session, you should run through the following checklist so that you have all the materials you need:

- Voter ID Sheets
- Doorstep App session ID and PIN number
- Clipboards
- Outcards
- Petitions (if applicable)
- Postal Vote & Membership Forms
- Voter Registration Cards (available from shop.labour.org.uk)
- Casework forms
- Pens
- Stickers
- Maps
- Briefing sheets with session leader contact details
- Scripts

If you have your Parliamentary Candidate, MP or Council Candidate attending the session, they should focus on meeting as many electors as possible. Therefore, the team should be briefed to ask electors if they want to meet Labour's representative. The candidate or MP should wait until they are called over by a volunteer to a door. Ideally they should spend about 30 seconds or so with sympathetic voters (opposition voters having been screened out by volunteers) without getting waylaid in any heavy discussions. The volunteer should remain at the door and should feedback any casework/policy issues back to the board runner.

The board runner should also make a note of everyone the candidate or MP has spoken to or met on the doorsteps. By setting up a question on Contact Creator, a follow-up direct mail can then be sent by them to those people who met him or her, starting with the sentence "It was good to meet you the other day" and then thanking them for their support and telling them what you plan to do for them and the area they live in.

It's important to have a system of recording where you have canvassed so that you make sure that you visit each part of the constituency. You can use the Road Group Control Sheet output from Contact Creator to record where and when you have door knocked.

Targeting voters

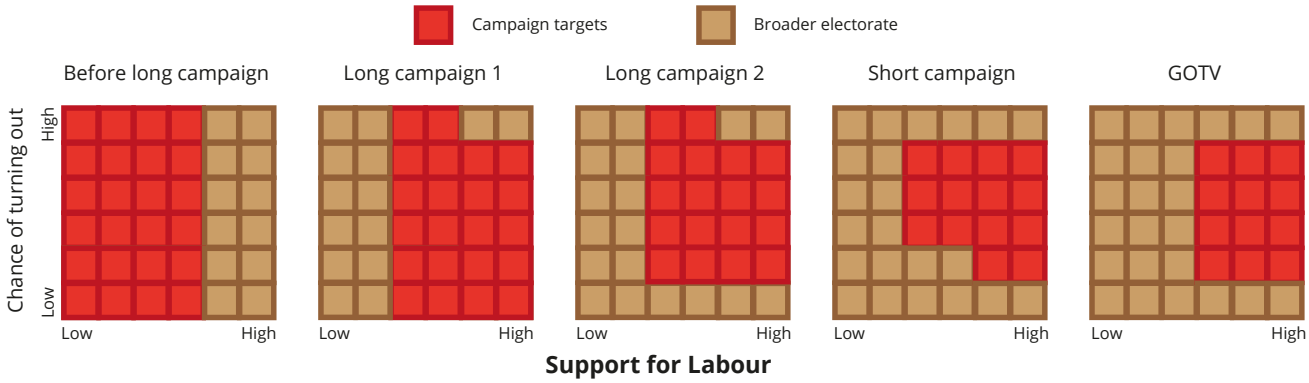
While we aim to contact as many electors as possible in an election campaign, many campaigns can be limited by the resources (in terms of time, money and volunteers) available to them. Therefore decisions must be taken as to which electors to contact – or to prioritise contacting – during a campaign. The decision as to who to try to contact at any particular point in a campaign is shaped by a variety of factors including the capacity of the local party, the amount of recent campaign activity that has taken place there and the composition of the electorate within the constituency itself.

We therefore encourage local parties to prioritise their campaign work amongst electors with whom it makes the most difference to the outcome of an election. This often involves a trade-off, by knocking on one door with limited resources we are not knocking on another. Therefore, parties should also consider which campaigning efforts are the best use of the party's resources and volunteer's time. You should use Insight (insight.labour.org.uk), our new targeting tool to help you prioritise the areas and electors to speak to. You can find more details in the Appendix.

Even early in the election cycle, however, it is important to consider who we should be contacting and on what issues we should be engaging with key electors. The national party supports campaigns ran across the country by identifying suggesting target pools of voters. The electors we target vary on the nature and stage of a campaign. As the figure below shows, we tend to run persuasion campaigns – aimed at potential switchers we might be able

to persuade to vote Labour – earlier in the election cycle and Get Out The Vote (GOTV) campaigns – aimed at ensuring our supporters turn out to vote – closer to election day. This allows us to build up a pool of electors who have told us they would vote Labour ahead of the short campaign. Then in the final week of an election campaign we can concentrate our efforts to ensure these "Labour Promises" turnout to vote for us on election day.

The arc of the campaign: Moving from a persuasion to a turnout focus



Accurate and up-to-date voter ID responses are an important element of the data that informs these decisions. Therefore, the data you collect on the doorstep plays a valuable role in helping us identify key target groups for persuasion and GOTV work (as well as building up your Promise pool for election day). This is supplemented by Labour propensity scores, built using polling data and survey responses along with demographic, contextual and political data which predicts the likelihood of each elector supporting the Labour Party. We also use Mosaic classification for broad segmentations of the electorate depending on electors life situations and a range of other modelled scores which are produced by the Targeting and Analysis team to predict individuals' likelihood of turning out to vote, being interested in specific areas of policy and when might be the optimal time to canvass in their areas. These can all be accessed through Contact Creator or Insight (insight.labour.org.uk).

Surveys

Surveys can be a particularly effective campaign tool. Not only do they allow you to gather a great deal of information about an elector, but it also demonstrates you are listening to, and interested in, the opinions of your electorate. This effect is enhanced if you carry out follow up work such as writing back to responders addressing the issues they have raised, as well as writing back to whole areas where a survey was carried out letting even those who did not respond to us that the Labour Party is listening and responding in their community.

It's well worth doing an introductory Direct Mail from your candidate and ask electors for priorities by including a survey. Direct Mail allows you to tailor the content depending on who you are writing to.

You can find a range of suitable templates for your printed materials and digital content on Campaign Creator (*https://campaigns.labour.org.uk/*)

You should also always ensure that your campaign materials are interactive. You should have some form of survey seeking electors' views on every piece of campaign material so that you are always seen as a local party that listens to the views of your electorate.

Petitions

Petitions are ideal for gathering information from large numbers of voters about issues they are concerned about. If you need to collect data then having a petition that people will want to sign can be a quick way of getting names, addresses, phone numbers and email addresses.

When you think about a petition, don't forget that they can be both positive or negative. For example you could run a positive petition supporting Labour's policy for a real living wage of £10 an hour or a negative petition challenging Tory or Lib Dem cuts to local services.

An effective petition is one which has clear answers to the following questions:

- **To whom** – Who is the decision maker or makers you are petitioning?
- **When** – What is the timescale for your petition? When is it going to be handed in? Are there any deadlines in regards when a decision will be made?
- **Why** – Why is this issue worthy of organising a campaign around? Is it one which could bring real change to a community? And does it demonstrate Labour values?

Contact Creator has the ability to store your petitions on the database, cross-referencing them with the electoral register, and ensuring any data you collect is added to an elector's records. It also allows you to build selections which combine petition responses with other data (for example, the marked register), and to produce data files of respondents for mail merging letters and other campaign activity.

You can run a petition on absolutely any issue and of course choose issues that suit you best to maximise the number of signatures. The issues may often be emotive and a large number of signatures can influence opinion. However remember in addition that one of the main purposes is to collect information about voters, to start a dialogue with them and to help with your targeting.

Street Stalls

Street stalls in busy areas provide a high visibility platform for raising the profile of the local party. They are also an excellent way for candidates and elected representatives to be seen out and about in the community and to talk to voters about local issues.

The key elements of a good street stall are:

- **Strong Labour branding** – make sure you have branded posters, correx boards and balloons on your stall.
- **A simple flyer to give to shoppers as they pass** - people passing a street stall are usually more receptive to a small, simple item that gets its message over quickly, like a flyer, rather than a long and complex newsletter. Many of the A5 flyers available on the Campaign Shop on national Labour Party campaigns are ideal for this kind of event.
- **Varied locations** – if you hold a street stall in the same location every week, you are very likely to speak to the same people over and over again. Think about whether there are alternative street stall locations across your constituency. They might have less footfall but you will increase the total number of people who see you.
- **Friendly volunteers!** Street stalls won't work if your volunteers stay behind the stall and wait for people to approach you. Encourage your volunteers to go out and hand out your flyers to people as they pass by.

Think about contacting inactive or new members about your next street stall. High-visibility campaigning is a really good way to introduce new or unengaged members to campaigning because it allows them to have conversations with voters in a more informal setting than door knocking or phone canvassing. It's also a good opportunity to meet other members in their CLP, and it might lead on to them getting involved in other campaigning too.

TOP TIP:

During the 2017 General Election campaign, City of Chester CLP collected "pledge to votes" – this was a simple A5 card which included their name, postcode and house number so they could identify electors in Contact Creator.

School Gates

Meeting parents at school gates is a good way of meeting voters. Before doing this it's courteous to let the Headteacher know. You could also use this time to have a chat to the local Headteacher about any issues regarding the school or local community.

Your literature should highlight Labour's education offer and if possible should be localised to the local school. For example, you could highlight the specific amount that the Tories are cutting from the school and contrast the investment a Labour government would make in education. Or if there is issue like speeding traffic outside the school, you could have a petition that parents can sign.

Engaging the Community

As part of your regular activity, your elected representatives and candidates should seek to undertake a number of small scale "visits" each week. They should draw up a list of places to visit in each ward or polling district. You should look to draw up a list of as many places as possible – some examples include:

- Community centres
- Libraries
- Schools
- Nurseries and SureStarts
- Hospitals
- GPs surgeries and walk-in centres
- Care homes and sheltered housing
- Religious institutions
- Food banks
- Charity offices
- High streets and parades of shops

Within the constituency, there will be a wide variety of different community groups with which your elected representatives and candidates will want to build a relationship with. These range from Tenant and Residents' Associations, Neighbourhood Watch schemes and "Friends of" groups to local branches of national organisations like the Scouts, Guides or Cadets.

You should seek to identify these groups and associations and also how they interact with the community you're seeking to represent. Many Labour Party members are also involved in other groups locally so they should be your first port of call, they will also often know who else you should talk to, so ask your local members to help you build-up a picture of the connections within your area. This is called Community Mapping. You can use it to identify local leaders who you should also aim to meet and listen to their views and priorities.

Along with Residents' Associations, faith groups are often extremely active in local communities and you should look to engage with as many leaders and groups as possible. Make a list of all the religious institutions (churches, gurdwaras, synagogues, mosques, temples) in your constituency and make contact and arrange to meet them to talk about their priorities for the area. Often these places will have a calendar of events that your elected representatives and candidates can go along to and meet members of the congregation and wider community.

Listening Panels

Once you have identified the community leaders in your area, you should set up a series of listening panels. A listening panel allows you to get regular feedback and ideas on key issues from key stakeholders in the community.

The themes for these events should be informed by your doorstep and survey work. You should send invites out to your identified leaders asking them to join your listening panel. You could also invite electors who have indicated an interest in a particular policy area.

The format of these events should vary. For example, over the course of a year, you could hold a mixture of Coffee Mornings or Policy Forum style events every 2-3 months, as well as sending out a series of more detailed questionnaires quarterly to members of the listening panel.

Listening to Voters- At Election Time

Every campaign involves choices about where to target your limited resources to maximise your Labour vote. This section goes through how you can make sure you are planning and targeting effectively. By the end you should have a clearer idea of how to distribute resources in a way that makes the most difference to the result. You should also have a clearer idea of the journey you want your key voter groups to go on between now and election day – all with the end goal of making sure you win as many Labour seats as possible.

Analysing Your Wards

In any local government campaign, it can be useful to break the wards up for election into three categories:

Marginal wards – these are wards where Labour is in close second place and you aim to win the seat from another party, or where Labour's majority is very low and we need to make sure another party doesn't win. These will be the wards where good organisation will make the most difference to the result and where you should normally direct your resources.

Strong Labour wards – in wards that traditionally vote Labour with a healthy majority, your goal should be to make sure it stays that way. You can do this by getting more local people involved in the campaign, and by making sure Labour local Councillors remain visible and in touch. If you are confident this is happening, you can also encourage activists and Councillors in these areas to give part of their time towards the more marginal areas – remember, you are all part of one team!

Future prospects – these are wards that currently have a big majority for another party and where in practice it is unlikely Labour will win this time. Members and candidates in these areas still have an important role to play. You can consider a 'baseline' campaign in these areas to build Labour support for the future – like putting out a targeted leaflet, or running a street stall to boost Labour's visibility. And you should ask members to give at least part of their time to campaigning in more marginal areas. This can often make all the difference between victory and defeat.

Think about running a different level of campaign in each of these types of ward. For example:

Ward Type	Print Support	Activist support	Polling Day
Marginal	• Election address across whole ward • Second targeted leaflet or hand delivered Direct Mail • As much posted direct mail as possible • 3 different polling day cards	• Intensive support to engage local members and turn them into activists • Members from other wards come over as much as possible • 'Mobile' volunteers not tied to a particular area (e.g. Labour Students, members in neighbouring CLPs) directed here	• Full polling day operation • Good morning leaflet drop • Door-knocking throughout the day • All activists end up here

Ward Type	Print Support	Activist support	Polling Day
Strong Labour	• Election address across the whole ward • Single polling day card	• Activity driven by ward Councillors and ward members • Push to turn local Labour supporters into members and get them involved • Give some time to the campaign in marginal wards	• Limited leafleting or knockup of Labour promises • Once that is done, head over to target wards for the rest of the day
Future prospects	• Single leaflet or targeted street stall activity to build up Labour presence	• Engagement plan to get members involved • Build links with more marginal wards so it's easy for local members to get involved in those campaigns	• No polling day operation – activists should be directed towards more marginal wards

Identifying your Target Voters

In the run-up to an election, it's important to decide which electors your campaign will aim to speak to and persuade. Ideally, we'd be able to have in-depth conversations with each and every voter, but unfortunately our campaigns are limited by volunteer time and campaign funds, so it's crucial that the voters we can speak to are the ones that will make the difference.

Target voters generally fall into three groups:

Potential Switchers

These are voters who either voted Labour in the past but now might vote for another party; or voters who didn't vote Labour last time but might be open to voting for us now. Our organisational approach to all these voters is in some respects similar. We need to contact them regularly; listen to their views and concerns; and demonstrate we are campaigning locally on the issues they care about. Of course different groups of voters within this group are likely to care about different issues, so our communications to people in this group should reflect that. But the principle of regular contact and relevant communications should run through everything we do with this group.

Labour supporters who don't always vote

These are voters who say they are definitely Labour supporters, but who don't always turn out to vote. Early on in the campaign, you should encourage this group to sign up to postal votes. Someone with a postal vote is significantly more likely to vote than someone without one, and once you have confirmed they have sent their PV back, it's one less door for you to knock-up on polling day. On polling day, these voters should be a priority for knocking up and encouraging to vote.

Strong Labour

These voters can be relied on to vote Labour, but they still form an important part of our campaign. Many strong Labour supporters have never been asked if they'd be interested in joining the Labour Party. You should ask them – they may be a great future activist or endorser.

In summary, we need to:

- Identify strong Labour supporters, mobilise them and make sure they turn out
- Identify Labour supporters who don't always vote and make sure they turn out
- Identify potential switchers, persuade them to vote Labour and make sure they turn out

Early on, you should work on reaching potential switchers, delivering persuasive printed materials and targeted digital communications, and focusing your volunteers on speaking to them about your campaign.

Later in the campaign, it becomes more important to ensure that the supporters you've identified – your 'Labour promise' – come out to vote on polling day. Be sure to work out how many votes you need to win a given ward. If you don't have enough, then you should focus on continuing to build your promise, right up until the last weekend before polling day.

In the final week, you should focus all of your efforts on Getting Out the Vote (GOTV), to make sure that as many of your supporters as possible vote on the day.

Potential Switchers	• Regular doorstep and survey contact • Targeted communications driven by either survey or Mosaic data about issues that are relevant to those groups • Personal contact from the candidate where possible
Labour supporters who don't always vote	• Sign up to a postal vote • Make sure they vote
Strong Labour	• Encourage to join the Labour Party • Make sure they vote

Encouraging Postal Vote sign-up

Encouraging as many Labour supporters as possible to sign-up to vote by post is one of the most important things we can do. This is because electors are much more likely to vote if they have a postal vote and the difference is even higher in lower turnout elections.

Building postal vote sign up activity into your year-round door knocking is the best way to encourage large numbers of Labour supporters to sign-up to postal votes. Ensure your board runners are briefing volunteers to ask Labour supporters that they identify if they want a postal vote.

Key points to emphasise are signing up to postal voter helps Labour win, that it is easy, safe and convenient to vote by post and that lots of voters already do it.

Reasons to vote by post:

1. It helps Labour WIN – we need to speak to fewer people on Election Day and so can reach more Labour voters and remind them to vote.
2. It gives you 2 weeks to vote instead of 1 day.
3. It's secure, easy and it means you aren't caught out by last minute problems.
4. You can still use your postal vote ballot on the day if you wish; you just take your postal vote ballot paper to the polling station.
5. Thousands of people already vote by post in <*insert name of borough*>

The process when you sign up:

1. You will be sent a postal vote ballot paper from the council around two weeks before the election, which is on [INSERT ELECTION DAY]
2. You fill it out as normal and send it FREEPOST to the council in an envelope provided for you any time before polling day (it's better to do it as soon as you receive it).
3. You can get a replacement postal vote ballot if you lose it by contacting the council, you can also use your postal vote ballot paper on the day itself – just take it down to the polling station with you.

Postal Vote Registration Direct Mail

Another way to sign up electors is to send identified Labour supporters a Direct Mail letter with a postal vote form enclosed.

This is particularly effective when done in the run up to elections and should be done between early February and the close of postal vote registrations. This is generally about 11 working days before the election but you should find out the exact date from your Electoral Registration Officer at your local council.

You can hold a Postal Vote Registration campaign weekend where you aim to sign up as many supporters to postal votes as possible.

We recommend that rather than delivering the letter, that you use it as part of your regular doorknocking.

When you are going out doorknocking, find the letters that relate to that area and when you send someone to a door with a letter ask them to speak to the voter about the contents and ideally get them to sign and date the form on the doorstep and collect the completed form back – **remember you must return it to the council within two days.** If the voter is not in then the letter should be posted through their letterbox. You should also always take blank forms with you so that you can sign up people who are not in the selections such as previously unidentified Labour voters.

It is by speaking to voters about voting by post that we find is the most effective way of increasing their likelihood of registering and therefore their likelihood to vote.

Postal Vote Sign up checklist:

- Know the Law!
- Build postal vote sign up into your regular doorknocking activity
- Prepare training for your activists so they know how important this campaign is and how to get as many Labour voters on postal votes as possible
- Knock and drop a postal vote sign up letter to all Labour voters without a postal vote before the postal vote registration deadline
- Hold a Postal Vote registration campaign weekend where you aim to speak to as many Labour supporters and sign them up to postal votes.

Get out the Postal Vote (GOTPV)

Postal votes can now be sent out as soon as nominations close, but many local authorities wait and send them out in bulk closer to polling day in order to save money. Your Electoral Registration Officer should be able to tell you when they intend to send the bulk of their postal votes out. Most postal voters fill out and return their form within 48 hours of receiving it – so you should organise specific campaigning targeting postal voters for the weekend after postal votes drop.

On the doorstep - Aim to personally contact as many postal voters in your voter pool as possible. Door knock areas with the highest concentration of postal voters in your target pool, and prioritise phone canvassing in areas where postal voters are more sparse.

Using direct mail - Schedule a direct mail to drop to Labour and switcher postal voters at the same time as postal votes drop. Check the schedule for direct mail drop dates on Campaign Creator to make sure your direct mail drops at the right time.

Using digital - Export the selection 'Labour and undecided with a postal vote' to Promote to serve those electors a targeted Facebook post, and set the campaign to run only during the week that postal votes drop. This will maximise the number of electors in your target pool who see it and minimise your costs.

Developing and delivering your message

Developing and delivering your message

All good campaigns have a narrative. A narrative is what you say to the electorate, over time, about why they should vote for you and not your opponents.

Don't worry if you haven't got a perfect narrative on day one. Developing a narrative takes time and is in part informed by meetings your voters and learning about their concerns.

A good campaign narrative should achieve the following:

- Let your voters know what Labour stands for in your area– what are your main priorities locally, what have you delivered for local people and what will you do in the future?
- Frame the election as a choice – a campaign narrative isn't just about you, it's about your opponents. Contrast Labour's positive plan with the failure of your opponents and the threat they pose.
- Start local, build to national –work with your CLP, Labour Group and local community groups to identify local campaign 'wins' you can achieve. Doing this right will earn you permission to talk about the bigger, national issues and why your constituency needs a Labour Government.

Repeating your narrative – with stories

Once you have established your basic campaign narrative, you should think about the practicalities of how you are going to repeat it over time.

There are two aspects to this:

- Identify local stories that are consistent with and reinforce your narrative
- Put together a communications plan, which incorporates these local stories, to get your message out over print, digital, local press and on the doorstep.

Local stories

The following is a way of systematically recording potential local stories you can tell across your campaign materials, and how you can link those stories to your target voter segments.

Constituency-wide stories

Identify a number of key stories you can repeat in all your big, constituency-wide communications. This can include examples of both record – what Labour has done, what your opponents have failed to do – and offer – what your plan is going forward and what the threat is from your opponents. You should also sense check whether you are reaching all of the voter segments you need to with these stories.

Labour record of local delivery: 1. 2. 3.	Which voter segments care about this? 1. 2. 3.
Labour offer for the future: 1. 2. 3.	Which voter segments care about this? 1. 2. 3.
Opponent record of local failure: 1. 2. 3.	Which voter segments care about this? 1. 2. 3.
Opponent threat – if they win, what will happen? 1. 2. 3.	Which voter segments care about this? 1. 2. 3.

Ward stories

Aim to identify at least one local issue in every ward in your seat, as well as a plan for what Labour can do about it. This could be a purely local issue, like road surfacing, or it could be something that only a Labour Council or a Labour government could fix.

Ward name:	Key local story

National stories – why do they matter here?

There will be many decisions taken by the Tory government that impact on the lives of local people in your area. Identify those issues and what the local impact is.

National issue	What's the impact locally?	What's Labour's policy?	What wards / areas is this most relevant for?
1.			
2.			
3.			
4.			
5.			

Squeeze message
Closer to polling day, you can also identify opportunities for squeeze messages – where you can convince supporters of other parties to vote tactically for you.

Smaller party	How many / how few votes did they get last time?	What's the 'lend us your vote' message to this group?

Repeating your narrative – with a plan
Work with your CLP to put together a communications plan. The most basic element of a communications plan is your print plan. It can be helpful to start with your print – working out what leaflets are going out, and when – to give your plan a basic structure you can then layer digital and press work on to.

There are a range of model print plans and budgets available in the Labour Party's Campaign Resources Brochure.

The basic elements of a good print plan are:

- Every elector receives either a constituency or ward newsletter from the Labour Party through their door every three months
- Every local Labour action team has calling cards featuring the ward and constituency team, which they put out when door-knocking
- You have the ability to run off short-run letters or A5 leaflets, sometimes delivered to just a few roads, highlighting local 'wins' like getting a road resurfaced.

You can improve the quality of your print plan by adding in direct mail:

- If you are regularly identifying potential switchers, you could have a standard direct mail and issues survey you send them. This will allow you to get a better idea of what issues they care about and how to persuade them to switch to Labour.
- You could have a regular 'welcome to the constituency' direct mail you send to voters when they move into your seat or move to a new address. This means you are building a relationship with those voters right from the start.

You can further improve your plan by coordinating your print and targeted digital advertising:

- If you are sending a direct mail to a group of voters, you could send a targeted Facebook advert through Promote to exactly the same group. This means the voters see your message multiple times, making it more likely to cut through.
- If you are leafleting or door-knocking in an area, you could serve a Promote advert to the same area once your work on the ground is done. That again means your voters will receive two communications from you rather than one.

TOP TIP: Leafleting

Leafleting may seem like the simplest thing in the world, and it many ways it is but try pairing activists up to do leaflet rounds. They can either leapfrog each other leafleting alternate doors or take opposite sides of the same street. Leafleting is more fun and easier with two people sharing a round.

More opportunities to get your message across

Make sure you have standard materials ready to go for each of the following types of campaign activity.

Activity / Event	Key local story
Door-knocking	A standard calling card with candidate and local Labour team contact details.
Coffee mornings	A standard letter or flyer to invite people to your coffee morning, which you can send out to a target area once a month
School gates	A standard flyer about Labour's offer to young families to hand out to parents
Street stalls	A standard flyer to hand out at street stalls – this can often be the latest national campaigns flyer.
Community meetings	A copy of your calling card or a contact card to give to all attendees.
Greeting cards	There are a range of Christmas, Hannukah, Diwali and Ramadan cards available on Campaign Creator and the Campaign Shop. Have these ready to send to stakeholders well in advance.

DESIGNING AND ORDERING YOUR PRINT

CAMPAIGN CREATOR

Where to go: campaigns.labour.org.uk

Campaign Creator is the Labour Party's all-in-one portal for creating localised campaign materials. You can use Campaign Creator to:

- Create local campaign artworks using professionally designed templates, then download a PDF and print off locally
- Print your artwork using the Labour Party's network of print partners, and benefit from the Party's national price plan
- Campaign online by creating localised infographics

4 easy steps to ordering your print through Campaign Creator

1. Log on to campaigns.labour.org.uk using your Labour Login username and password
2. Select a template and add in your local words and photos
3. Type in the quantity you want to order, and Campaign Creator will immediately show you the price
4. Place your order and pay using either a standard debit or credit card, or prepaid Campaign Creator Credits

REMEMBER! Check your artwork before ordering

You can generate a live proof while customising your artwork, or download a PDF at any time to see exactly how it will appear when printed.

Why use Campaign Creator?

The Labour Party recommends you use Campaign Creator for both creating and printing your local campaign materials. Using Campaign Creator means you will always get a product that looks professional, reflects the Labour brand and that you know was printed by a responsible and reliable supplier.

With Campaign Creator you benefit from:

- **Cheaper print prices** – we use the national purchasing power of the Labour Party to secure a better price than if local parties were negotiating with printers on their own
- **Guaranteed turnaround times** for all orders – you can work backwards from any delivery deadline to work out when you need to submit your order by
- All orders are printed on **environmentally friendly paper** and carry the FSC logo
- All printers used by the print service recognise **trade unions**

Order and Delivery Deadlines

Campaign Creator print orders are printed together in batches. This allows us to group together orders from local Labour parties across the country, getting a better deal on print prices than if you were negotiating with a printer on your own.

Before you place a print order on Campaign Creator, you should work out when you want it delivered to your CLP. Then you should work back from that deadline to see when you need to place your order.

You can find more details about Campaign Creator in the Campaign Resources Brochure.

Digital Campaigning

Campaigning online isn't an alternative to door-knocking and print. But not having a plan for digital campaigning means you're not taking advantage of a very important space where lots of voters spend their free time, consume news and use to find out more about politics.

The best digital campaigns are the ones that are joined up with what you are doing offline. You want to make sure that you are repeating the same messages throughout your campaign through both print and digital mediums. This section goes through the main kinds of digital tools you can use to make sure your key messages are seen both online and offline.

LABOUR'S NEW DIGITAL ADVERTISING PLATFORM

PROMOTE

Where to go: promote.labour.org.uk

Promote is Labour's new digital advertising platform – it will enable authorised users in every CLP to create adverts which can be placed on social media outlets such as Facebook, Instagram and Twitter. We aim to add more advertising platforms in future.

It has been developed specifically for use by The Labour Party and, unlike similar tools aimed at commercial organisations, uses metrics which are appropriate for promoting your campaign rather than selling products, requires approval of adverts before they are posted and allows users to take account of regulated periods for expenses as well as generating legal receipts. It also incorporates a calendar view so that you can both schedule adverts ahead of time and see when they are being run so they can be co-ordinated with offline campaign activities. In addition, auto-bidding means that users can be confident that they will get the best price for their advertising.

To find out more about Promote, please contact *campaigntechnology@labour.org.uk*.
You can also find more information about the system at **members.labour.org.uk/campaigntechnology**

Top Tips for Effective Social Media Campaigning

- Set up a dedicated Facebook page for your local Labour Party campaign
- People are usually on Facebook when they're on their way to work (8-10am) and after work (6-8pm) so try to post then.
- Facebook posts work best when they have an image (or video).
- Keep it fairly concise on Facebook, but you can link to your website/blog/Youtube account where you can elaborate.
- Think about what you post and what you're trying to achieve with it – is it going to help you turn a follower into a Labour supporter, or an existing Labour supporter into an activist?
- Most voters don't spend a huge amount of time on Twitter, but Twitter can still be useful in engaging with local community groups.

Grow your audience

- It's important that you're not only talking to Labour activists, family and friends, so you want to grow your audience as much as you can.
- Use hashtags to join conversations that are being had by people in your area, or to comment upon national issues.
- Ask people to tag your local party on Facebook or Twitter whenever they can – if you've met them on the doorstep, if they're a supporter, if they've been in touch via email – they can share support by telling their friends.
- Create Facebook events for weekend canvassing or Election Day – invite everyone you know and encourage them to invite their friends too.
- Putting out too much content can have a negative effect and cause people to unfollow you. It's better to post less frequently but with high quality content than post for the sake of it!

Make sure online engagement leads to an action

- Engaging online isn't an end in itself. The goal is that people see your digital messages and then take an action because of it.
- If you have a particularly important post which you'd like more people to see, add something like "Agree with me? Please share this post" so supporters know it's a key time to get the message out.
- Depending on the kind of post, think about including links to sign up to a campaigning session, sign an online petition, or donate to the local campaign.
- If you are posting a link through to your local website, make sure when people land it's clear what they need to do to get involved in the campaign.

Campaign Videos

Video is one of the most effective pieces of content you can create for communicating with members and supporters online and it's easier than ever to create high-quality videos to compliment your local campaign. Here's a quick guide:

Coming up with a concept

Before you pick up a camera it's good to think about who you're trying to reach, and what you are trying to say to them. For example, you might be trying to get new supporters to come out door knocking. That helps inform what sort of style and platforms you could utilise to reach your target audience, and how to script the video so that the language is accessible and understood by people that perhaps aren't familiar with Labour processes.

You might want viewers to perform an 'action' off the back of the video, like sign up to attend a canvassing session, or sign a petition, in which case think about ending with a web address where they can sign up to do this.

For local parties, your candidate speaking direct to camera in a setting that is easily recognisable as in the local community can be all you need. You don't need to do something complex with lots of different shots. A good video can be as short as 30 seconds if what you are talking about is relevant and compelling.

Recording

Now that you've thought about what your video is going to look like, you can start grabbing the various components you need to make it happen. The bulk of this will be through filming. For best results you can use a DSLR camera with filming functionality, but if you haven't got this you can do a lot with a smart phone or a traditional camcorder.

If you're using a smart phone remember not to hold the phone portrait (the way you would usually hold a phone). Always hold the phone landscape.

Unless you have access to external microphones, remember that your camera is recording all the ambient sound in range, so if you want someone talking to be heard clearly you need to record them in a quiet, non-windy location, standing close to the camera.

You need to be careful when filming to make sure you aren't recording anything sensitive. For example, your CLP office might have sensitive maps or other documentation in shot. You also need to make sure that anyone you film has given their full consent to appear in the video. This is particularly important for anyone under eighteen years old. Certain locations like outside schools, near playgrounds, police stations, private premises or military installations are also out of bounds for filming.

Lastly make sure anyone you are filming is well lit.

Editing

Editing is the key to turning a good video into a great video and it's surprisingly easy to get your head around. You just need some software with all the tools.

- If you're a beginner and a Microsoft Windows user you can use 'Windows Movie Maker' to edit your footage.
- If you prefer Apple Macs, 'iMovie' is the easiest way to get started.
- For more experienced editors, use Adobe Premier Pro or Final Cut.

Distribution

A video is no good if you haven't thought about how the people you're trying to reach will see it. If you're planning to put the video up on a website, the best place to host it is YouTube. You'll need to set up a channel and upload it, but once it's there you can embed it on a webpage or even link to it via an email.

Alternatively you can directly upload the video to Facebook or Twitter.

More Advanced Videos - Storyboarding

Simple videos of your candidate speaking direct to camera can be really effective. If you want to do something more complex than that, you need to storyboard your video first.

Storyboarding is where you plan what you're going to record and the order in which it will appear in your video.

First of all, think about the narrative. This is how you tell your story and can be done through voiceovers (someone speaking into a mic and reading from a script), interviews (someone off camera asking a person being filmed various questions), pieces-to-camera (also known as 'vox pops', this is someone speaking straight to the camera), or a recording of a speech. Each narrative option has its pros and cons but this is the most important thing to get right as it forms the backbone of your video.

Secondly, think about b-roll. These are usually silent clips that correspond with the narrative and help break up the video and make it more interesting. In the case of voiceover b-roll is essential but it's always good to have a little b-roll in every film. For example, if you were making a canvassing video, you might like to get some shots of people using clip boards, knocking on doors, and people enjoying themselves.

Music and graphics is the last thing to plan out. Not every video needs music, but it can add a lot to a video and give it energy. Copyright law means you can't just use any music you like, but there are websites like Premiumbeat.com and Musicbed.com where you can purchase royalty free music at a small cost. Like music, graphics aren't always necessary either, but adding a logo or some branding that's consistent with your campaign can make a video look a lot more professional.

Engaging and Growing your Membership

Mobilising your members

Within your CLP's membership, you've got a ready-made wealth of skills, experience and resources, and making sure you bring out the best in everyone is the first step towards a brilliant campaign. Here are some top tips for turning your members into election winning superstars.

Make a mobilisation plan

As with all aspects of your campaign, from voter ID to print, your member mobilisation work will be more successful if you start by making a plan and stick to it. Time spent on member engagement will be well worth it in the long run, and it will help to build your team in the run up to polling day.

Set up a sub-team. Ask volunteers to put themselves forward to lead on member mobilisation, engagement and recruitment. Your team could be headed up by your Vice Chair (Membership), and this group can take responsibility for putting together your engagement plan, calling round members, carrying out one-to-ones and following up on leads.

Build mobilisation into all your activity. Hold a member mobilisation phone bank after your CLP or branch meeting, hold a briefing for new or inactive members before you go door knocking, or organise a lunch or social after you've been campaigning so that new members can get to know other members in your CLP. That way, you're not asking volunteers to give up too much more of their time.

Set targets. As with voter ID, set targets for your member mobilisation. Aim to get three new campaigners trained up on a Saturday door knocking session, or to call round 20 inactive members at a phone bank.

Great communications

Start a regular campaign bulletin. A fortnightly all member email is an easy way to remind members that your CLP is active and campaigning. Remember to add all your campaign events to events.labour.org.uk or on Organise so members can easily check when the next campaign event near them is taking place. We know that people are more likely to turn up if they've RSVP'd, so remind them to let you know they're planning on attending, so you know how many people to expect, and so you can follow up afterwards.

Hold a mobilisation phone bank. Local contact is one of the most important factors in members' level of engagement with their CLP. Phone canvassing isn't just for voter ID - it's also a great way to have a conversation with members in your CLP and let them know how they can get involved. If you're campaigning in a particular ward, call round members in that ward and ask them to come along. Even if they can't make it this time, you've started a conversation which will hopefully help them to make the next step to get involved next time.

You can now also call members using Dialogue, and you can record members' interests, skills and engagement on Organise, the Labour Party's new volunteer management system. Simply share the list of contacts with your team via Organise so you can divide up your calling.

Follow up. When a member has been along to their first campaign session or phone bank, give them a call or drop them an email to ask them how they found it, and let them know what they can get involved with next. That personal contact means they're more likely to come back next time, and it gives you an opportunity to address any barriers or talk through anything they didn't like or didn't understand.

If you collect signatures on a street stall, or speak to someone on the doorstep who might be interested in joining, you can follow up with them too and let them know how they can get involved with Labour's local campaigns. You never know – they might become your newest member.

Build a strong team

Decide on your campaign team structure. Part of being a good campaign leader is identifying the people who can help deliver your campaign - you won't be able to do everything yourself. There are so many different tasks involved in running a successful campaign, and the key is ensuring that each element is covered.

There are several different models you can use for establishing your core team:

Campaign Coordinator-led	Central team-led	Ward-led
One person leads on developing a campaign plan with input from key stakeholders such as Councillors, MPs and EC members. Once the plan is agreed, responsibility for each part of the plan is given to different people within the CLP.	A strong central team, with each team member or sub team responsible for a different element of the campaign. Running voter ID sheets, coordinating leaflet rounds, member mobilisation and so on.	A key person in each ward, (it could be the candidate themselves, or someone else in the ward), leads on activity for that ward, working to an overall campaign plan agreed by the CLP.

Identify your leads. Leads are anyone who've said they're interested in getting involved; that could be anyone from a member who has RSVP'd to a campaign event, to someone who signs up to help via the national website. Make sure all leads are followed up with a phone call or email letting them know how they can get more involved. Again, this can add up to a lot of work on a busy campaign, so think about asking Branch Secretaries or volunteers to help with this.

Organise one-to-ones with members who have told you they're interested in getting more involved. They're a really effective way of finding out more about your members and what their interests and motivations are. Try to hold the one-to-one somewhere friendly and informal like a coffee shop, and at the end of the chat, aim to get a commitment from them to campaign or get involved in another way.

Build relationships with neighbouring CLPs. Not all parts of the UK have elections every year, so why not ask neighbouring CLPs without elections this year to help out. You could invite them along to your fundraisers, or ask if someone from your CLP can attend their next EC meeting to let them know how they can help, and what's at stake. If neighbouring CLPs help you out now, you can return the favour in the future. Don't forget to give them a warm welcome, and to thank them for coming. That way, they're more likely to come back!

BEST PRACTICE EXAMPLE:

'We held member engagement meetings to give residents the chance to meet our candidate and talk about politics in an informal and inclusive setting. Additionally, we held a number of fundraisers and other social events to encourage residents to become involved with the party at a local and personal level.'

Canterbury CLP

Work as a team with other Council candidates

If you are a Council candidate, you may be one of a number of Labour candidates standing for an election in a ward. In these cases it's always best to make sure you are all seen as part of an effective, joined-up local Labour team.

Joined-up print – it might sound obvious, but ensuring all candidates are on your print with you is a simple way to show that you are the Labour team for your local area. If you are all up for election on the same day, make sure all candidates are featured as 'leading' on a particular area. If you have one candidate up for election but others in the team as sitting Councillors, make sure to give prominence to the candidate up for election – they should be seen as 'leading' all local campaigns.

Team photos - Make sure you have a team photo for each ward that can be used during the campaign on leaflets, social media and press releases. Take portrait and landscape team photos – there's nothing worse than having a great team photo and then realising it doesn't fit in the space you need it to fit into!

Clear responsibilities – Make sure everyone is clear what they're responsible for - no one wants to repeat a job that someone else has already done.

Make your campaigning and events engaging and inclusive

Door knocking will of course be one of the biggest components of your campaign, and one of the things you'll most need to build capacity for. We all remember the first time we went door knocking, and know that the idea of knocking on someone's door can be daunting if you've never done it before, but there are lots of ways to make it less intimidating.

- Think about buddying up new campaigners with more experienced members to show them the ropes for the first few doors.
- Hold a quick briefing at the start of each session so new volunteers know what to expect.
- Remind members that they don't need to be a policy expert, and brief them on relevant local issues at the start.
- Run a campaign training event where members can find out more about door knocking before testing out their new skills.

Training is a great way to build members' confidence and get them campaign-ready. Your Regional or National Office will be able to let you know about any training they're running, or you could think about organising your own, or team up with neighbouring CLPs.

Maximise your fundraising

Use your CLP's donate page. To help raise funds for campaigning in your area, each CLP has their own donation link, hosted by the Labour Party. It can be embedded into your own website or sent directly to supporters by email. Any donations made to your CLP are processed by the Labour Party and will be passed on to your CLP in full once a month.

Every Labour Party meeting is a fundraising opportunity. Put a collection box out at each meeting and remind members they only have to give what they can, so no one feels too pressured to give if they can't afford to. You could also think about holding a raffle for a small prize, such as a box of chocolates - you could even ask members to donate the prizes. Remember to announce what you raised at the end of the meeting.

Hold a fundraiser. Think about holding at least one fundraising event during your campaign, such as a dinner, curry night or quiz night. It's a great way for members to get to know each other, and have some fun while raising vital funds for your campaign. You'll find lots of ideas for fundraising events in our fundraising guide here. *members.labour.org.uk/members--supporters*

Keep it legal. Donations are regulated by the Electoral Commission under party funding laws. The party, including CLPs, are legally required to make sure that donations of more than £500 are "permissible" before accepting them. CLPs must also report donations of more than £500 to the Governance and Legal Unit every quarter. Contact the Governance and Legal Unit for more information about dealing with donations by emailing *donations@labour.org.uk*.

Events

events.labour.org.uk and **labour.org.uk/addevent**

The Events Tool is the Labour Party's primary events platform. Used extensively in the 2017 General Election campaign it is the best way to make sure members in your area know what's happening. We have also introduced major new features to ensure that Events worked well for both local campaigns and members.

To set up an event, you just need the time, location, name, and a brief description. Our customisable address field and map means you can always make sure your volunteers know exactly where to meet you. Our instructional video can be watched by clicking the Help button at the top of the Add Event screen.

When you visit events.labour.org.uk, you can search for events near you, either by postcode, or by your current location. You'll be shown all events within 25 miles by default, with events in your own constituency promoted first. You can also filter your search by event type or distance.

Events has also been built into Organise, so if you have a log in to Organise, you'll be able to add more events directly from there, as well as edit, delete, and duplicate your own events.

National mobilisation efforts will often include links to events in a member's constituency, so you should always try and ensure you have upcoming events listed.

Organise
labourorganise.com

Organise is the Labour Party's all-new volunteer management and communications tool. The platform, freely available to all CLPs, will provide campaign organisers with an integrated set of tools for building activity locally. From passing on volunteering sign-ups from Labour's national website, to allowing you to easily contact everyone who has RSVPd to an event, Organise is designed exclusively with Labour local organising in mind. Organise will include an easy to use email tool and a simple modern interface, helping you spend more of your time campaigning and less time wrangling with data.

Organise will display all the relevant volunteer information about your area to you - both who your new members are, the overall membership, and those who're not members but want to help out. You will be able to record their skills, the amount of involvement they want to have, and what time they are available to help.

Contacting your volunteers is much simpler with an easy email builder, and quick select audiences so you can ensure you target your emails effectively, making sure your members aren't bombarded with information that's not relevant to them. We've also built in our call tool Dialogue, so you can quickly make calls to volunteers and record the results in a way Organise will understand with no spreadsheets necessary, and all for free.

You'll also be able to quickly know what needs done, and who can help out, by using our Tasks and Reporting functions. Tasks will let you share jobs with other elected officers and key volunteers, and know when they've been completed. Reporting will allow you to take a detailed look at where you need to grow your capacity, and see how your emails and calls are doing compared to other areas of the country.

Organise will be rolled out gradually over the course of 2018. If your CLP does not have Organise, ask your CLP secretary to request an invitation by contacting *organise@labour.org.uk*.

Dialogue
dialogue.labour.org.uk

Dialogue is the Labour Party's online phone banking tool that enables members to phone canvass wherever they are. To use Dialogue, all you need is a phone and a laptop or tablet.

To get started, log in with your Labour Login and watch the 'Introduction to Dialogue' video. Entering your telephone number allows you to select from a range of calling options. In all cases the systems dials out to you, meaning you don't pay for calls to voters or reveal your number. The 'Help' page contains all the information you need to get started with Dialogue.

As part of Organise, you will also be able to make calls to members and volunteers through Dialogue, allowing you to share the load of contacting and auditing your members with other elected officers and do it all for free. If you have a log in to Organise, you'll see some extra options in Dialogue allowing you to make calls to members who fall into our Quick Search selections.

Chatter

Chatter is the Labour Party's mass SMS service. We use Chatter at a national and regional level to direct activity to areas where a bit of extra help might be needed, or where there is a particularly big event happening.

Chatter use is decided between regional and national offices. If you think it would be useful to your campaign, you can ask your regional office to schedule a Chatter broadcast for you. We try to use Chatter sparingly, as replies to the huge volume of messages requires quite a lot time to do.

If you are notified by your regional or national office that Chatter is to be used in your area, you should get the event you want promoted onto Events. Having events online means that we can know straight away where to send volunteers through Chatter. People who agree to volunteer through Chatter will be RSVP'd automatically for you, so you'll know right away who your new volunteer leads are. We will also be integrating Chatter with Organise, so new volunteer information will come to your Organise account right away.

Building Local Campaigns

Build local campaigns

Community Campaigns

Identifying and leading community campaigns is vital to delivering positive change and demonstrating that Labour are on the side of local people. Successful community campaigns show that you can deliver for local residents and make a real, positive difference for the community. They can help build your team and get more people involved, help grow your support and raise your candidates' profile, and also help you build relationships with stakeholders, community groups and the wider electorate.

There are lots of ways you can identify potential campaign issues:

- Through your discussions with members and community leaders.
- Listening exercises in the community such as doorstep resident surveys.
- Coffee mornings and other community events.
- Through trade union representatives.
- Through local & social media.

As you can see, there are many potential ways to pick up good community issues.

The best way to make sure you're in touch with what's going on locally is to make sure your party is constantly engaging and talking with local people.

Coffee mornings and residents meetings

Coffee mornings are important local events you can hold again and again. They are the perfect format for bringing together groups of residents in an informal setting to discuss specific issues or concerns. However they require significant preparation work in order to be successful. You will need volunteers on the day to provide the refreshments and help the event run smoothly.

Conversations on the doorstep, at coffee mornings or community events can lead to you identifying potential new campaigns. Try asking open ended questions and attempt to get a real insight into how people feel about where they live:

- What is it like to live here?
- What are the things that you really like about the neighbourhood?
- What are the things that you would change if you could?
- How do your neighbours or friends feel?
- What is one thing that you would be willing to work with others to change?

Your Local Labour Story

Running an issue based campaign and getting a win is great. But it's not an end in itself. All the campaigns we run also have a bigger purpose: to make the case for Labour values, electing Labour representatives and a Labour government.

So we should run local issues based campaigns that make our communities stronger, but that work is part of a bigger goal of winning elections and winning power so that we can affect change.

That's why it's important that any good issue based campaign also tells a bigger Labour story.

Setting Objectives

When setting your campaign objectives, it's worth reviewing them to make sure they meet the following criteria:

Specific & Measurable

The more specific, tangible and measurable you can make your campaign goals, the better. If our aim is to have new street lights in the park, we will know definitively whether we have succeeded or not. If our aim is 'to make the park safer' the objective is less concrete and our measure of success more open to interpretation. Potential campaign supporters respond better to clear and tangible goals, and less well to generalisations.

Achievable

Having an achievable goal is important for a number of reasons. Most people don't have a lot of free time, and they are much less likely to give us some of that time if they think nothing tangible will come from it. Campaigns that deliver 'wins' also build a community's confidence in their ability to affect change, making them more confident to try bigger campaigns next time. If you constantly set up your community for defeat after defeat, they will lose faith in the power of campaigning to change things and lose faith in themselves.

Relevant

For this, we mean – relevant to the lives of the people we seek to represent. Is it an issue they care about? Is it an issue that is relevant to their everyday lives?

A good way of finding out how motivated people are about an issue would be to ask if they are willing to come to a local meeting to discuss how to persuade the decision maker to take action. If your meeting is well attended, you know that you have an issue around which to campaign.

Timed

Set deadlines for your campaign, otherwise it will drift with no clear sense of direction. The best way to set deadlines is identify a fixed point – like a Council meeting where a decision is taken – and work backwards from that point to see what you need to do by when.

Making change happen

Having identified your issues, aims and objectives and key decision maker, it's now time to plan your campaign actions.

It's useful to break down campaign actions into three basic types:

Community Action

This is where you don't need to influence an external decision maker at all; the power to fix the problem lies within the community itself. Many local Parties now organise clean up days in local communities. This is less about campaigning but it can be incredibly valuable work and helps build Labour's brand locally and can get people involved in the party.

Facilitating

This is where you think it's likely that the problem you've identified is fundamentally about a breakdown in communication and you can resolve it by bringing parties together.

Persuading

If facilitation doesn't work, then you need to persuade the key decision maker to change their position. This is the type of campaigning that generally requires the most organisation. When you are looking to persuade decision makers, you should start by finding out more about them. What factors may make them change their mind or reach a compromise.

These could include:

- Good public relations
- Good relations with stakeholders
- A story that reinforces their core narrative

Now you have a better idea of what influences your decision maker will respond to, what mechanisms can we deploy to put pressure on them?

Petition
A good way to demonstrate large scale support to a decision maker. Many Councils will allow campaigners to present petitions. You can run a petition on your local Party website and combine this with collecting signatures door to door. And always remember to include a data protection statement so that you can use personal information you collect.

Letters or emails
You could ask local people to write to a decision maker and demand change. It is often better to give people key points to include in their letter or email, as roundrobin emails or letters have far less impact.

Posters
Posters in windows across a community are a good way of demonstrating widespread support.

Public meetings
You can organise a meeting where local people will present their views to a decision maker.

Social media
You could use twitter to promote your campaign and publicise activities and set up a Facebook page where people can find out more about campaign activity and share information and ideas.

Local media
For many decision makers, coverage or concern about criticism in the local media will motivate them to act. Think about how you present the story to make it attractive to the media. You should always contact your Labour Party Regional Communication Officer for advice and to make them aware of upcoming coverage.

It's also worth thinking about how the campaign actions you take build capacity and provide a conduit for more people getting involved in your campaign. For example, you could:

- Make sure petitions and the names of people writing letters are recorded on our systems so that we can go back to people.
- Ask people attending public meetings to stay behind to help plan next steps.
- Make sure that there are regular communications and opportunities to get involved for everyone who has signed up to help on the campaign.

Organising your campaign
As well as achieving your campaign objectives, your community campaign should be about continuing to build relationships and develop new local leaders. This will help build your local Party and help strengthen your local Labour brand. So your community campaign needs to be planned so that involves people at every step.

But you also need to think about what is important to keep control of yourself, and what you can let go and trust other people to do. If you try to do everything yourself, you are limiting yourself both organisationally and politically.

In general the rule is to keep a firm grip on the big picture: the campaign strategy, and how your campaign is defined.

But for everything else – the implementation, the promotion – your campaign will be stronger if you give volunteers a clear brief and trust them to implement it.

Feedback and evaluation

At the end of the community campaign you should thank everyone who has been involved and ask them for their feedback to help evaluate what worked well and what can be improved next time.

Using the Best Information

Using the Best Information

Campaigning to win elections is at the centre of everything the Labour Party does, but campaigns are only as good as the information they use – using bad information leads to bad campaigns.

This chapter outlines:

- the roles people in your CLP can perform to keep on top of information,
- what information we collect,
- how we use it
- why it is important.
- Labour Party Platforms available to use information most effectively

Who does what in your CLP?

Keeping on top of the data in your CLP is an ongoing job all year round – it is essential to give you good information locally as well as informing national campaigns.

There are several roles for people in your CLP that need to be filled throughout the year.

Contact Creator

There are three types of user accounts for Contact Creator:

Data Entry User	Enter data from Voter ID sessions, search for individual electors, update contact information and input new responses to questions.
Standard User	Run reports, build selections, view statistical reports, enter data from Voter ID sessions, search for individual electors, update contact information and input new responses to questions.
Local Administrator	All of the functions of a Data Entry and Standard User with permissions to setup & manage Standard User accounts. (Strictly 1 administrator per constituency).

Standard Users or Local Administrators are also needed to perform initial stages of Marked Register inputting, but any members are able to perform the task of inputting the Marked Register. More detail on the marked register is contained below.

Organise

Organise is the Labour Party's all-new volunteer management and communications tool. The platform, freely available to all CLPs, will provide campaign organisers with an integrated set of tools for building activity locally. Organise will be accessible by:

- CLP and Branch Secretaries
- CLP Vice Chair (Membership)
- MPs and Staff

Insight
Insight, Labour's new analysis, targeting and reporting software, is accessible to:

- CLP Campaign Co-ordinators
- Contact Creator local administrators
- MPs (and their staff as designated by the MP)
- Accredited local organisers (as specified by regional office)
- Regional and head office Labour Party staff

Insight is dependent on other Labour Party systems such as contact creator so does not itself need maintaining, but should be regularly consulted to inform campaigning. More information on Insight is below.

The Marked Register
What is a 'marked register' and why is it important?

The marked register is a copy of the electoral register used by a local authority in polling stations on polling day to mark when people have voted. When someone receives their ballot paper at the polling station their name is crossed through on this register. The marked register is the definitive record of who has, and has not, voted at the polling station in a particular election.

Political parties are allowed access to marked registers. You will need to contact your local elections office to request a copy. There will be a charge for a copy of a marked register which is £10 per ward plus £2 per 1,000 electors for a paper copy.

With this information allows you easily to see which of our Labour promises turned out to vote in the past and which didn't, helping you target your future activity.

Why is the marked register useful?

Having this information recorded on our databases is vital for your campaigning locally and informing campaigning nationally.

Amongst other things, the marked register is a valuable resource for:

- targeting your Voter ID activity, especially if you have limited resources
- ensuring you focus your 'Get Out The Vote' (GOTV) work on those whose voting behaviour you are most likely to change
- identifying voting behaviour you are most likely to be able to change
- identifying Labour supporters who should be encouraged to sign up for a postal vote

Marked registers can be used to identify:

- who is most likely to vote, and should be persuaded to vote Labour
- which of our supporters need more encouragement to turn out to vote
- those who vote in some types of election but not others

What should we do with the marked register?

Once you have obtained the marked register, details of who has and has not voted should be added to Contact Creator. You, or one of your CLP colleagues will need to do this using the 'CFL MarkReg' program which you can download from Membersnet, details of which can be found below.

The process of inputting the marked register is a long manual process so it is often best practice to get a group of CLP colleagues together to input the information.

How do I input the marked register.

There are six stages which you must complete in order to use the marked register utility (CFL MarkReg) to upload the marked register:

1. Downloading and installing CFL MarkReg
2. Exporting a copy of the electoral register from Contact Creator
3. Building a database in CFL MarkReg
4. Transcribing the marked register
5. Inputting the (postal vote) marked register from a data file
6. Exporting data back to Contact Creator

The software and full how-to guide can be found at *members.labour.org.uk/campaigntechnology*

MOSAIC

WHAT IS MOSAIC?

Mosaic is a set of powerful demographic classifications with variables on people's circumstances, lifestyles, social characteristics and cultural choices. It is widely used across the private and public sector alike to give accurate and comprehensive segmentation which helps to understand the diversity of people and households in Britain.

What data is Mosaic based on?

Mosaic 6 assigns every individual, household, and postcode area to one of 15 Mosaic Groups and 66 Mosaic Types.

The data on which Mosaic 6 is based includes:

- publicly available data from the 2011 census
- the electoral register
- the Office of National Statistics' annual Expenditure and Family Survey
- the University of Essex's British Household Panel Survey (BHPS)
- RightMove & the National Register of Social Housing's data on housing type
- Higher Education Statistics Authority (HESA) college & university students database
- Open Data such as: Police.UK crime data, GCSE results, Gas & Electricity consumption, DWP child benefits, tax credits, income support by Census LSOA areas
- Research Now's online panel of 350,000 consumers and their demographic and media consumption
- YouGov's specialist survey of 66,000 consumers and their financial behaviour
- NOP's Financial Research Survey of 60,000 consumers and their personal finance characteristics
- BMRB's Target Group Index survey of 25,000 adults' consumption of products, brands and media
- OFCOM's broadband speed data
- Experian Hitwise's information on 8 million internet users

Altogether this gives us a very full picture of the electorate which we can use to target our campaigns. The information in this guide gives you a very brief overview of what Mosaic is. Much more information on Mosaic is available on Membersnet at: *members.labour.org.uk/mosaic*. Local information on the Mosaic can also be found through Labour's analysis dashboard Insight *insight.labour.org.uk.*

Information from the doorstep

Voter ID

The importance of Voter ID and why we talk to voters is set out in the 'Listening to Voters' section of this guide.

Alongside demographic data like Mosaic and election results, we use voter ID to give us a picture of the electorate and an idea of who is best to talk to. Obviously, the electorate, both in size, geography and opinion, is constantly changing so to get the most accurate snapshot of what people across Britain are thinking, keeping voter ID up to date as regularly as possible is key.

Email addresses

As well as Voter ID information and views on local issues which can help inform local campaigns in the run up to elections, contact details for voters are also a really valuable resource – particularly email addresses. Collecting email addresses allows you to keep in touch with local residents, but it also helps your local and national social media campaigning, through Labour party tools like Promote.

Insight

Demographic data, election results, marked register information and voter ID, are all used together to inform our campaigning work locally and nationally. We have developed Insight (insight.labour.org.uk) as a tool for CLPs to use the information we hold as a Party to best inform campaigning. The targeting function within Insight prioritizes the road groups within your constituency to help you decide where you should go canvassing next. This prioritization is based on several statistical models which use voter ID data collected by you on the doorstep along with contextual and demographic information about electors to estimate how likely they are:

(a) to turnout to vote, and

(b) to support the Labour Party, as well as

(c) how much difference a doorstep conversation is likely to make to (a) and (b).

We also estimate the optimal time to carry out voter ID work in each road group. Road groups are given a priority rank within the constituency depending on the demography of people who live there and how recently we have collected voter ID in that area. Road groups across each constituency are accordingly labelled as High, Medium or Low priority, until at least 30% of that road group has been contacted in 2017.

We encourage you to make use of Insight to focus your campaigning on high priority road groups. You can access Insight at *insight.labour.org.uk*.

Insight also includes new reporting functionality: a new, interactive way of visualising various metrics for voter ID and other data in your constituency. Further it allows you view a wider range of dynamic statistics and data for more time periods than ever before.

We will be continuing to actively develop Insight and add in other metrics and reports – if you have particular suggestions for data you'd like to see, or find something which you think doesn't work quite right, please get in touch with us at *campaigntechnology@labour.org.uk*.

Organise

Organise is the Labour Party's all-new volunteer management and communications tool. The platform, freely available to all CLPs, will provide campaign organisers with an integrated set of tools for building activity locally. From passing on volunteering sign-ups from Labour's national website, to allowing you to easily contact everyone who has RSVPd to an event, Organise is designed exclusively with Labour local organising in mind.

Organise will include an easy to use email tool and a simple modern interface, helping you spend more of your time campaigning and less time wrangling with data. Over the next few months, Organise will also become the primary source of information on and mode of contacting members, volunteers and stakeholders across your local area.

Organise allows you to record a whole range of information about your members, from what policy areas they're interested in to any special skills they have. The more information you add to members' records, the more comprehensive your search results will become. For example, if you're inviting members to an education policy discussion, you can run a search for people who've previously expressed an interest in that area.

Use the quick search function to run lists of door knockers or phone bankers. These lists won't start populating until you start adding information about your members, so if someone lets you know they're interested in door knocking, don't forget to mark this on their record.

If you're looking for volunteers to deliver leaflets on a Saturday afternoon, you can build a more detailed search on availability and activity type. You can then easily send those people an email or produce a list to give them a call.

APPENDIX 1:
Running Polling Day

Appendix 1: Running Polling Day

Your goals on Polling Day

The aim of any Polling Day operation is to maximise the turnout of Labour votes to ensure that Labour get more votes than our opponents and win the seat.

Don't be distracted by anything or anyone else. Others may all have different ideas about what should happen on Polling Day, but you and your team need to be clear what you want to achieve and what the best way to do that is.

An effective Polling Day knock-up operation can add up to 15 per cent to the number of Labour voters who cast votes in your area, so it's essential that you have the best knock-up operation you can where it could decide the result.

Your Volunteers

Building a team of volunteers

It takes a lot of people to run an effective Polling Day operation, having as many people on the ground as possible is crucial. So when planning your Polling Day it is important to look at how many volunteers you will have and how you can build your team.

1. **Start recruiting people straight away**
   You should write to all your members well in advance of Polling Day. In this letter ask specifically if they can help on Polling Day, and to let you know if they can help out straight away. Don't forget to send out a text and an email to all your local members with the same ask, and send regular reminders throughout the campaign. People need to book time off work, so be sure to give them plenty of notice. Also set-up a polling day event on the Events tool well ahead of polling day.
2. **Have a sign-up sheet**
   Have a sign-up sheet in your campaign centre and at every campaign session, and every time someone comes in to help during the Short Campaign, ask them to sign up to help on Polling Day. Make sure they say what time they are available.
3. **Phone all your members**
   Phone all your members and volunteers, asking them if they are available on Polling Day — very often you just need to ask. If they can't take the day off work, ask if they could leave early or come and help after work, for the most important knock-up in the evening. If you're doing an early morning leaflet see if they'd be willing to do a delivery round first thing.
4. **Ask around**
   Think about people who might be willing to help for one day such as local supporters or members of your local Trade Union branches. Get your active members and your candidate to ask their supportive friends and family to come and help on Polling Day. There are often people who only help on Polling Day. It is always worth asking!
5. **Let everyone know how important it is**
   Make sure all your members and volunteers know how important this day will be. Elections can be decided by a handful of votes. Make it something they want to be a part of.

How many volunteers will you need?

Whilst it's impossible to predict exactly how many voters you'll speak to on Polling Day, think about how many voters you want to speak to, and therefore how many volunteers you need on the day. Always include slightly more voters than you think you need, so you never run out of work for your volunteers — don't forget you can always exclude lower priority areas on the day.

Make a list of the volunteers you have door-knocking on Polling Day, for all or part of the day. Then use this to work out how many doors you will be aiming to knock on. Remember you will want to knock on some doors more than once. You will need to focus on key areas later in the day. Ideally if you have the volunteers you will do several knock-ups in your low to medium turnout areas.

On average, one person usually knocks about 100-120 doors in three hours. This will be higher if you have a lot of terraced houses or your voters are close together, but lower if your voters are spaced out or in rural areas.

Someone who volunteers all day will need food breaks and you need to think about travel time. On average someone volunteering all day will knock approximately 300–400 doors. When looking at your pool of people, remember this is households, not individuals.

If you have a lot of people phoning on the day, you'll be able to get through your voters a lot quicker, but you will need to have accurate telephone numbers for those voters. Make a list of your telephone canvassers and see how many telephone numbers you will need.

The average phone canvasser will speak to about 20 people an hour; this can go up to 30-35 an hour in the evening, when lots of people are in. To make these contacts they would need to have between 80 -100 telephone numbers an hour. If you have a volunteer on the phone all day, they can call through about 1000 telephone numbers.

Obviously, this doesn't mean they will speak to 1,000 people, and they can have less numbers and keep going through them over and over again.

Getting the most from your volunteers

To make the most of the volunteers you've recruited for Polling Day, and to ensure that your day runs smoothly you need to do two things:

1. Allocate roles to everyone
2. Brief your volunteers

1 **Allocate roles to everyone**

Make sure you are clear who is doing what on Polling Day, and where appropriate, make sure they've had the relevant training. You'll want to match people to roles which fit their skills, but remember you want as many people out knocking on doors as possible!

Make sure you fill the following roles:

- Campaign Centre managers
- Managing your phone canvassers
- Phone canvassers
- Door canvassers (most of your volunteers)
- Drivers for car calls
- Answering (or checking for messages on) the campaign hotline
- Tellers (if you're using them)
- Returning tellers' numbers to campaign centres (if you're using tellers)

2 **Brief your volunteers**

Have a briefing in advance of Polling Day to run through how Polling Day works. Explain what system you will be using and why, and how this will help us win the election.

You will need to make sure that everyone knows:

- How important Polling Day is
- Where they will be on Polling Day
- What time they need to be there and what time they will be needed until
- What they are doing
- How to do their job
- What the legalities are

You should also provide everyone with the key contact telephone numbers they will need for Polling Day.

You will want to have the briefing well in advance of Polling Day, but before you do so, you will need to have planned it yourself. A good time to do this is 10 days before Polling Day so you can do a briefing on your strategy for the last 10 days at the same time.

Training Polling Day doorknockers

Although the role of a doorknocker on Election Day is relatively straight forward, it is still worth taking time to brief those who are knocking on doors, so that your doorknockers are using their time efficiently.

Polling Day doorknockers will need to know:

- What we are doing: Speaking to Labour supporters (and likely Labour supporters)
- Our main aim: Encouraging people to vote (turnout) not trying to win new votes (persuasion)
- Where they are going
- What to do if someone has not already voted: ask them what time they are going to vote
- How to fill in WARP sheets
- To put the appropriate Election Day leaflet through the door of those who are not in
- What to do if someone requests a lift to the Polling Station
- Legalities

Briefings for doorknockers on Polling Day should only take one or two minutes. Although the rest of the year we want to spend extra time training new volunteers, our aims on Polling Day are simpler and the sheets we use easier to fill in, so training need not take long.

It's also worth noting that you don't necessarily need to have a boardholder on Polling Day, if you train volunteers well, they can fill sheets in themselves and go out in smaller groups.

Briefing those running campaign centres

You should also meet with your campaign centre managers before Polling Day, ideally the weekend before, to run through:

- The aims and objectives of Polling Day
- How to organise a campaign centre
- The Polling Day system you are using (i.e. WARP or the Turnout Application)
- What information they need to telephone through to you and when
- Car calls: How to handle new ones and the information that drivers will need
- Which are the priority areas to knock up at different times of the day
- How to train election day doorknockers effectively
- Which literature they should use and when
- Legalities
- When you might expect to close down particular committee rooms to move your teams to crucial areas

A template for this briefing is also available on Membersnet.

Campaign centres

How many will you have?

You will need someone to run each campaign centre all day, so the more campaign centres you have the more volunteers you will use up. However, if you have too few campaign centres your volunteers will spend longer driving to and from the campaign centre than they will door knocking.

Think about the geography of your constituency, how it naturally divides up, and where the convenient centre or centres are. **If you are short of people you don't need a campaign centre for each ward,** in fact it can often work better to cluster wards together, so you can easily move people around.

You should also look at where your Labour promises are - you may not need to have a campaign centre at all in an area, if there aren't many Labour voters.

Three or four campaign centres will normally suffice. If you have a rural seat you may need more but if you have a compact seat, you may need less.

Where will they be?

Very often a member's house will provide a good campaign centre. Sometimes local parties will have rooms or halls that they rent, which provide you with more space. Be aware that if you use a venue that is not a house you'll need to include it in your expenses.

Characteristics of a good campaign centre include:

- Central to the area or near to concentrations of Labour supporters
- Accessible for the entire period you need to campaign from it
- Kitchen, water and electricity for food and drink
- Good mobile phone signal or a land line
- Space for volunteers that does not interfere with the campaign centre manager's work
- Free, available parking outside

Ensure that you get informed consent from those whose house/office you are using as a campaign centre. They should know the times that you need access, that strangers will be coming into their house and that you'll need access to their bathroom, kitchen and other facilities.

Make sure your volunteers can find your Campaign Centre clearly from the street. You can create a Campaign Centre poster using one of the 'poster' templates available on Campaign Creator. Just replace 'first name' with 'Labour', and 'second name' with 'CAMPAIGN CENTRE'. Don't forget your imprint.

Who will run them?

Remember that your campaign centre managers will need to be reliable, organised, well trained in the system you are using and good at motivating volunteers. This is really important for how your operation will run on the day.

How should you set them up?

Campaign centres are the heart of your Election Day operation and can get very busy! Having them set up to ensure they run efficiently and there is a smooth flow of people through them is therefore very important.

You will want a small area that is off limits to volunteers, where you can collect in the returned information, run off new sheets, see which rounds have been done and need to be done, and to look at your figures. If you are using the Turnout Application, you will also need a space for a computer and printer and ideally an internet connection.

If you provide food and drink for volunteers they don't have to go elsewhere and you can manage turnaround times. By providing food you can often keep people out campaigning who would have finished earlier and gone home otherwise.

We should not assume that just because someone is willing to host a campaign centre that they are willing to provide food & drink. You may need to ask someone else to do this.

Priority areas

Some areas are going to be more important for you to knock up on Election Day, especially during peak times when most people are home.

There may be some areas which are better for knocking up during the day. Make sure the person running your campaign centre is aware of these priorities, perhaps by creating a list of doorknocking rounds in priority order.

Polling day control sheet

On the day there are a few things you will need to record and keep track of. Draw up a Polling Day control sheet will help you to keep track of the following:

1. Which boards you have sent out and when;
2. Who to contact if the board does not return in a timely manner;
3. The turnout of your target voter pool (those people on your sheets) as each board is returned.

The last point will help you to prioritise where you knock up once you have done your first knock. There is a model control sheet on Membersnet and can be used on your computer on the day. Alternatively you can create a smaller, printable version.

Calling in numbers

If your local party is running several different campaign centres on Polling Day, someone will want to know centrally about how things are going. You'll want to have at least one person who is aware of statistics for each campaign centre.

The statistics that you might need to know:

- The number of volunteers at each campaign centre
- The number of rounds that are out
- The number and percentage of Labour promises who have voted
- The number and percentage of people who have voted overall this can be obtained from each of your polling stations by your polling agents

You'll want to gather these numbers at set intervals/times so that you can easily compare figures and campaign centres. Suggestions are given in the template hour by hour guide later in this document. This will help you make decisions on where and when to allocate volunteers and to get a feel for how Election Day is going.

Make sure that those running the campaign centre are aware of the time that you will call them (or whether you would prefer them to call you). They should also know what information you will need from them at these times.

Lifts to the Polling Station

You may not have as many people as you think who'll need a lift to the Polling Station, as many electors who are unable to get themselves to the Polling Station now have a postal vote. Prior to the postal vote deadline contact those who have requested a lift previously and see if they want to apply for a postal vote. However you will want to have a system in place for handling requests that you do receive as well as dispatching drivers.

Managing requests for lifts to the Polling Station

To manage lifts requested, you can use Contact Creator – or a spreadsheet or you can even just use paper in a folder. The golden rule is to be organised and have a system in place that everyone is aware of, so everyone knows where to record lifts and no Labour voter is missed.

Make sure that your campaign hotline phone is close to the spreadsheet/folder or Contact Creator to record new requests. Most lifts tend to be requested on Election Day itself.

On Election Day, make a record of which driver is picking up an elector and when that elector has successfully voted. You should also ensure that your drivers have the information they need to help an elector go to vote.

Your drivers will need to know:

- The name and address of the person that they are picking up, they will need a map or a sat nav
- The time or time slot they are due to be picked up at
- The address of the Polling Station where the elector will cast their ballot
- Whether the elector who needs a lift has any special requirements

Make sure this information is provided fully so electors are not taken to the wrong polling station. It's worth having a form/slip for each lift to the poll with this information on it. Give your drivers postal vote sign up forms so that electors who need a lift can be encouraged to sign up for a postal vote at future elections.

Insurance

Don't forget that your drivers on Polling Day need to be included on the Party's election car insurance policy. This can be done at any time including on Polling Day itself. Cars will not be covered until the details have been entered online at: ***members.labour.org.uk/election-insurance***

CLP chairs, secretaries, treasurers, agents, local organisers, campaign co-ordinators and party staff can enter cars onto the election insurance website – provided they are flagged as holding these roles on Members Centre.

Those who have requested a lift to the Polling Station on Contact Creator

Those who have requested a lift to the Polling Station can be marked as having done so on Contact Creator. You'll want to check to see if you have any electors who have been marked on Contact Creator as requesting a lift to the Polling Station. You should call through these electors to see if they are still in need of a lift.

Messaging and literature

Message

You will need to decide on the messages that you will be using to encourage supporters to vote Labour on Polling Day. Your message should be very clear and simple, and outline the clear choice that voters face between Labour and your main opponents.

As this message will be aimed at Labour or potential Labour voters, it needs to be clear about the importance of going to vote. Your 'GOTV' message will be about mobilising your Labour supporters and you may also have a strong 'squeeze' message to encourage supporters of other smaller parties to vote Labour to help stop your main opposition.

Once you are clear what your message will be, remember to fill in your local messages on briefing notes and give them to campaign centre managers and volunteers, and use your message on all your literature throughout the day.

Polling Day literature

Your Polling Day literature is aimed at Labour voters, reminding them to vote. It should be simple and clear, reminding voters of the importance of voting Labour, and why they must do it now.

There are a range of GOTV and polling day templates on Campaign Creator which you can use.

All your Polling Day literature should include:

- A telephone number people can call if they need a lift
- A line saying they don't need their polling card to vote
- Polling station opening hours (7am -10pm)
- An image of the candidate's name and Labour logo on the ballot paper
- An imprint.

If at all possible you should have different leaflets for each polling district, giving the location of the polling station. But it is very important that you get this information right.

Early morning leaflet

This leaflet is normally date specific saying something like "Good Morning" or "Make a difference today" (for examples and templates go to Campaign Creator). An early morning leaflet is delivered between 5am and 8am and should be in Labour voters' houses, ideally before they leave for the day, reminding them that today is Polling Day and that they need to vote on their way to work.

These leaflets are to remind our voters that it's Polling Day, and should only go to those voters in your selection. They shouldn't be delivered to voters who are likely to vote for someone else, it's our opponent's job to remind them that it's Polling Day.

These leaflets should only be delivered when it is too early to knock doors. They should not be delivered throughout the day, when valuable time should be used to knock on doors.

Doing an early morning leaflet drop is not as essential as knocking up, but is traditional in many areas; volunteers will often be willing to start early and those who are working during the day may be willing to do a round before work. You will need to have this sorted into delivery rounds before Polling Day, you may wish to give people their delivery rounds the night before as well, so they don't have to go to the campaign centre before they do their round.

Polling Day leaflets

These are leaflets to go through the doors of your supporters, if they are not in when you knock. You should have at least two or three different Polling Day leaflets, so you have a different leaflet to use on your second and third knock-ups. The last version normally refers to there only being a few hours left, and says something like "time is running out" or "you only have a few hours left to make a difference."

It's worth having a number of versions of your Polling Day leaflets even if you don't think you will do that many knock-ups. You may end up doing more knock-ups in certain areas, and changing leaflets throughout the day helps build momentum with your volunteers, as well as making it clear to an elector that you have tried to call more than once.

Polling Day systems

There are a number of different options for your Election Day operation. You can use:

1. WARP sheets
2. The Turnout Application

Each system has pros and cons.

The system that you decide to use should depend on the resources you have, the number of volunteers available on the day and the number of Labour promises you have to knock-up on the day.

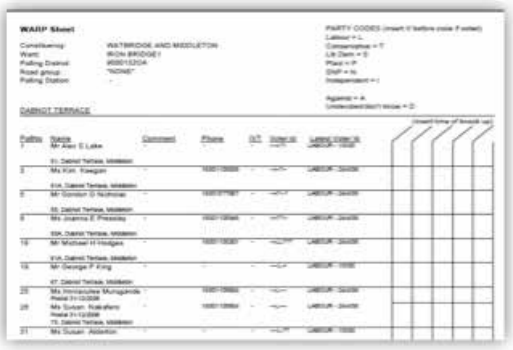
You do not have to use the same system in all areas.

WARP

What is WARP?

WARP stands for "Without All the Reading Pads" and is a simple paper-based system and is the system most commonly used by local parties.

WARP sheets are very similar to Voter ID sheets, the main difference being there is no space for recording responses to VID questions. Instead there are columns which can be used to record responses up to five knock ups.



An example of a WARP sheet

How to use the WARP system

WARP sheets are divided into rounds, and then used to 'knock-up'. The same WARP sheets are re-used for each knock-up. On each knock-up the caller records the response, and crosses off a voter when they say they've voted. Each WARP round is kept in a folder with the number of voters marked on. As the day progresses and you encourage people to vote, your lists or pool will get smaller.

To run WARP on Polling Day you will need to print off WARP sheets on to card from Contact Creator a day or two before Polling Day, sort them into rounds, and put them in packs, which you will split between your campaign centres.

The advantages and disadvantages of using WARP

Advantages	Disadvantages
✔ Using WARP, you can maximise the number of volunteers that you have on the doors / phones, as you do not need to have people entering data or printing off new sheets. Nor do you need tellers.	✖ It is harder to monitor statistics of what is going on locally and also centrally.
✔ WARP sheets are quick and easy to prepare – the process is very similar to running off Voter ID sheets.	✖ It is more time consuming to make use of data from tellers (if you are using these).

It is best to use the WARP system if:

- You are likely to only do one (or maybe two) knock ups
- You don't have a huge number of volunteers for the number of people or area you need to knock up and you want as many people out on the doors as possible
- When you are not using tellers on the Polling Station.

Monitoring statistics & using tellers with WARP

WARP is best when not using tellers at the Polling Station because if you are using tellers with WARP, you will have to manually cross off those who have voted from the sheets. If you are using tellers on the Polling Station, we'd recommend using the Turnout Application.

The person running the campaign centre should keep a record of the number of voters in each pack of WARP sheets and how many Labour voters are still left to vote. Turnout figures are collected from selected polling stations to give an idea of where activity needs to be concentrated throughout the day.

The Turnout Application

What is the Turnout Application?

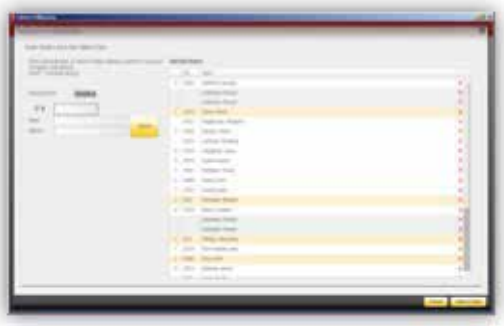
Turnout is a computer based system bespoke to the Labour Party which works with Contact Creator. It is a computerised version of the old Reading system.

Screenshot of the Polling Day Application

How to use Turnout

A separate handout on Membersnet gives full details on how to use Turnout.

When using Turnout, you need a computer and a printer if you want to run off sheets. When using Turnout, you enter data from the doorstep /tellers slips as the day goes on.



You can then run off new sheets for each knock up and those who have voted are removed and Voter ID information and intended voting times are updated. So as the day progresses the list of people you have to turn out to vote gets smaller.

You'll need an internet connection when allocating data to the system, however once the data is on the application you can survive without the internet.

The advantages and disadvantages of using the Turnout Application

Advantages

- You can make use of data from teller slips quickly and easily, as well as data from the doorstep.
- You can use volunteer time on the doorstep/phone efficiently as they will not be speaking to those who have voted and will have up to date data.
- If you have an internet connection then statistics are sent back to a central campaign HQ automatically at regular intervals.
- Statistics are automatically calculated for you and displayed on screen. So you know which rounds are a priority.

Disadvantages

- ✖ Requires use of a computer and printer in every campaign centre, with the person running the campaign centre trained on it.
- ✖ You need someone in each campaign centre trained on the system and inputting the data.

It is best to use Turnout:

- ✔ If you are likely to be doing lots of knock ups
- ✔ When using tellers on the Polling Station
- ✔ If you have lots of volunteers knocking on doors and you want to use their time wisely
- ✔ In important, close election races where every vote counts

Deciding which system to use

You should make the decision about which system to use based on your local resources, but principally based upon:

1. **The number of volunteers that you have:** If you have lots use Turnout, if you have a few then use WARP
2. **The number of knock ups that you aim to do:** The more knock ups that you will do the more useful the Turnout Application will be
3. **Whether you are using tellers:** If you are, the Turnout Application is better

Often the best option is to run different systems from different campaign centres. You could use Turnout in large polling districts where there are lots of Labour voters or other target voters, or will be a close result and run WARP in areas where the result will be by a clear margin.

When you are using different systems in different areas be aware when you're looking at the analysis that the information will be different in the areas with and the areas without tellers.

SYSTEM	What is it?	Pros	Cons	When to use
WARP	Paper based, similar to VID sheets. Columns for multiple knock ups.	Minimal volunteer time needed for preparation and updating sheets. Effective use of volunteers knocking on doors.	Cannot analyse differential turnout stats easily. Cannot use data from teller slips easily.	Few volunteers or intend to carry out only one or two knock ups. When not using tellers.
Turnout	Computer based system. Allows you to enter data and print sheets on Polling Day.	Teller slip data quick to enter and efficiently used. Differential turnout & other stats can be viewed simply. Use of volunteer time on doorstep most efficiently.	Time consuming for volunteer(s) to enter data.	When using tellers and/or when you have lots of doorknockers and want to use the time wisely. When carrying out several knock ups.

SOME TIPS....

- When using Turnout, always have WARP printed and ready as a backup and when using WARP, print twice so you have a backup.
- Try to print WARP on to card and have different colours for different rounds if possible. If you print WARP on paper it is more likely to get damaged and unusable towards the end of the day.
- You need to have updated your Polling Stations on Contact Creator at least a week in advance of Polling Day for them to appear on your WARP sheets.

Tellers on polling stations

What are tellers?

Tellers are volunteers who keep a record of the polling numbers of electors who have voted as they enter/leave a polling station. Tellers ask electors politely for this information.

See the Electoral Commission's guidance for Tellers on Membersnet at: ***members.labour.org.uk/Elections***

This information is noted on teller pads. A teller pad is simply a piece of paper with a space to note the polling station, name of the teller, time of day and the polling numbers of those who have voted.

Gathering polling numbers is useful as we can use these to remove electors from our sheets who have already voted. This is easiest to do using the Turnout Application, however it is also possible to do using WARP sheets, as we will see later on.

When should you use tellers?

Deciding to use tellers or not has a significant strategic impact on your Polling Day. There are a number of factors that you need to consider when deciding whether to use tellers on polling stations:

- Do you only have a limited number of volunteers? If so, you won't want to use up valuable volunteer resources recording polling numbers on polling stations – you need to have as many people out on the doors as possible.
- Is recording polling numbers useful? Are you going to make use of polling numbers that you gather? Do you have the resources to cross these off the sheets if you are using WARP sheets or enter this information into Turnout? (more on this later on)
- Where would you use tellers? Think about which polling districts would having this extra information be the most useful for.
- Do you have volunteers who will only sit on polling stations? If you do, you may wish to take numbers in certain wards, or polling districts.
- Do you have lots of volunteers? For example do you have enough volunteers to do more than the voter selection you've selected? Or do you have enough volunteers that taking a number of them off the doors won't affect your knock up operation? Even then you may not have enough volunteers to cover every polling station for the hours you require, so you will have to choose the ones to cover.

Hour by hour – a guide to Polling Day

5am - 6am The day begins	**Deliver your early morning leaflet.** This normally starts around 5am or 6am, depending on the number of volunteers. You may choose to give the leaflet rounds out the day before, or you may ask all your volunteers to meet at the campaign centre. **Open the campaign centres.** The day starts early on Polling Day. If you are delivering an early morning leaflet you will need to open around 6am, if not you will still want to be there from around 7am or 8am.
7am – 9am Polls are open	**Tellers in place.** The polling stations are open so if you are using tellers the first shift will need to be in place at 7am for the opening of the polling stations. **Be prepared for the first knock-up.** Make sure you're ready for your first canvassers; you should know when your first volunteers are due to arrive. Do you know where you plan to send them? Have you got the first round printed out and ready to go out, with stickers, car call sheets and a map? **Staff the phone line.** With the polls open and eve of poll and early morning leaflets out with your number on; be prepared for calls for lifts and enquiries. You will need to continue to make sure this is done throughout the day. **Know your first car calls.** Make sure you know when your first car calls are, and who is doing them. You will need to continue to make sure this is done throughout the day. **Train Stations or Bus Stops.** If you have a lot of commuters in your constituency you may wish to leaflet commuters at the busy commuter train stations or bus stops first thing to remind them to vote Labour. Make sure your volunteers and candidate are ready. And only do this in Labour areas to avoid 'waking up' your opposition supporters.
9am Start your knock-up	**Send your first teams out.** It is best to start as early as possible, one volunteer will only speak to 20 voters (on a good day) in an hour, so you need all the time you can get. Remember that if you send your first team out at 9am, they will still have to travel to the area that you are sending them to. Make sure you start with areas where you're likely to find people at home. **Check on your Candidates.** Check they know where what's going on and what they are doing on the day. This is a big day for them, and they are also our strongest asset, so make sure you plan their time wisely. **Start the phonebank.** Get your phonebank team calling as well. **Collect the numbers from tellers.** If you have tellers on polling stations, make sure that your numbers are collected from the polling station and input. You will need to continue to make sure this is done throughout the day.

11am	**Process your returns.** If you're using the Turnout Application you need to input your returns into the system before you print out a new round. If you're using WARP you need to check through the returns, cross off any voted or againsts and count the numbers. Do this as soon as returns come in so you know where you are, and don't get behind. Then update your progress or 'control' sheet. **Get your turnout figures.** If you haven't already, get the official turnout figures from your key polling stations. Compare the turnout overall to the turnout of your promise. **Check on the other campaign centres.** All volunteers you've got for the whole day will be out now, and those who started at 9am will probably be starting on their second round. Phone round your campaign centres and see how they are doing for volunteers, do you need to move people around, or change the focus of your phoning? Compare the turnout figures for your different areas; are there places you need to prioritise?
12pm-2pm	**Check your returns.** You should have had most of your first returns back now, see how they are looking and whether this information will influence any decisions. Are there campaign centres that need more volunteers, and if so who can manage with less? **Keep your volunteers motivated.** Polling Day goes very quickly and you need to make sure you're getting as much done as possible, and that people aren't just hanging around the campaign centre. However, they will want to stop for a short lunch and a cup of tea and coffee, so make sure they are refreshed before you send them out again.
2pm	**Change to your second Polling Day leaflet.** This is a good time to move onto the next Polling Day leaflet. Changing leaflets, even if you are still doing some rounds for the first time, helps keep the momentum going for your volunteers. **Get your turnout figures.** This is a good time to get the official turnout figures, so you can see where the turnout is particularly low. **Think about the school run.** Lots of people will vote on the way to or from picking up their kids, try and think about the areas where there are lots of young families where you can knock-up over the next hour or so.
2pm-4:30pm	**Get prepared for the evening.** Keep your volunteers knocking-up and phoning. Meanwhile, make sure you are up to date with all your car calls, your inputting, your rota of tellers and that you have up to date numbers returned and inputted. Get yourself into a position where you are clear what's going on and what your priority knock up rounds are for the evening. At 4:30pm you may wish to get an update on turnout figures, particularly if you don't have many tellers.
4:30pm-8pm The most important hours!	**Prioritise your GOTV work.** This is the time of day when you will get the most people in, so think about where your priority areas are. Where is the turnout still low? Where do you still have a lot of promises to turnout? You may want to shut down some campaign centres to focus your work in the key areas. **Maximise your GOTV work.** This is the time when your volunteers will make the most difference, don't forget how quickly the hours will race by. Get all your volunteers out of the campaign centres and on the doors or on the phones. You will want to pull any tellers who are able to knock on doors off the polling stations at this stage.

6pm Change to your third Polling Day Leaflet	Start using your 'Time is Running Out' leaflet.
8pm	**Don't stop!** Keep your volunteers going out – try to avoid having people sat in the campaign centres. You still have two hours left; you can still make a difference. Give your volunteers enough sheets to keep them out until 10pm.
9pm	**Move towards polling stations** **Still don't stop!** Keep your volunteers going until the polls shut; you never know when one more vote could make the difference. Move your canvassers closer to polling stations so electors still have time to get to the polling station.
10pm Polls Close: Stop knocking now — and go to the count	**Thank all your volunteers.** Don't forget to have a social organised for straight after the polls have closed. Your volunteers will want somewhere to wind down, socialise together and watch the results. Many of your volunteers won't be able to go to the count — so you will need to have a place for your other volunteers to go.

The Count

Once the polls have closed, your candidates and a small number of members will go to the count as counting agents. There is valuable work to be done at the count. It is important that all counting agents know that they have a real job to do, and how to do that job.

You will want to have someone at the count before polls close to start setting up before others arrive. But everyone else should stay out knocking until 10pm.

Preparing for the Count

Choosing your Counting Agents

Each election agent is allowed to appoint a number of counting agents to attend the count along with the agent and the Candidate. The Returning Officer will advise you how many counting agents can be appointed well before Polling Day; this will depend on the number of candidates and the size of the venue.

Sometimes smaller parties won't use all of their allocations and your Returning Officer may redistribute the spare places to the larger parties. The candidate will be allowed to bring a partner or guest, extra to the allocated tickets.

When selecting counting agents, choose only volunteers who are capable of doing the job – it is not a perk.

You will need to submit a form to the Returning Officer (issued to the agent when they are appointed) before Polling Day, stating the names and addresses of your counting agents. The candidates, the agent and the counting agents will have to sign a declaration of secrecy to gain access to the count.

APPENDIX 2:
Door Knocking Resources

Campaigning out on the doorstep

In the 2017 General Election, the Labour Party, with Jeremy Corbyn's leadership, ran a positive and honest campaign offering hope and a real alternative to Tory cuts. This was in stark contrast to the Tories who ran a negative campaign and offered nothing to improve the lives of ordinary people. Part of the success of this campaign was reaching out to voters through the thousands of conversations that took place with existing, previous, potential and first time voters across the country. But we want to do more; we want to have more conversations, with more voters, in more places than ever before. And that's where you fit in.

For many of our members being involved in a Labour Party campaign is something new. One of the most consistent things you will be asked to do within the Labour Party is to go door knocking. This briefing explains exactly what this means, why we do it and how we do it, giving you the confidence to go out and talk to the millions of voters that we need to vote Labour.

So how does it work?

People are the Labour Party's greatest asset. The Labour Party knocks on many more doors and speaks to many more voters than other parties, which is crucial to achieving good results for Labour up and down the country.

Teams of volunteers regularly go out and speak to thousands of existing and potential Labour voters in neighbourhoods across the country. We do this all year round, not just at election time. But think of how many more effective conversations we could have if more and more of our members and supporters joined them.

During the session

When you head along to a door knocking session, a 'board runner' will have a list of the doors you'll be knocking on along with the voters' names. They'll direct you to the right house and let you know who lives there. Once you've spoken to a voter, you'll need to repeat the outcome of that conversation accurately to the board runner who will then record that information. If you're using the Voter ID app, then the session leader will give you a separate briefing.

The board runner will also provide you with all the resources you need including a clipboard, a one pager on local issues that might come up, a sheet which can be used to record casework, Individual Electoral Registration (IER) cards, postal vote forms and membership forms and leaflets.

What does door knocking helps us achieve?

- Opportunity to demonstrate that we are active and seeking local opinions in those local communities we wish to represent.
- Opportunity to talk about Labour's achievements in local communities.
- To demonstrate that we are aiming to represent communities better - we're the Labour Party!
- Opportunity to identify and discuss issues that mobilise, inspire and persuade voters.
- Enables us to target different types of electors with specific messages through direct mail & leaflets.
- We can identify key people for the candidate(s) to speak to such as undecided and swing voters.
- To make voters more likely to vote for us - they vote for people with whom they've spoken to.
- To demonstrate the size, strength and support of the Labour Party within an area.

- It will help us get a Labour Government – we can identify Labour supporters and get out the vote effectively (GOTV). In marginal constituencies, where there might be a few hundred votes in it, it will make all the difference.

Do you need to be policy expert?

No one needs to be a policy expert to join a door knocking session. If you can't answer a question, take down contact details and say someone will get back to them or ask a team member, candidate or elected representative to get back to them at the end of a session.

You can also join more experienced members on the doorstep until you feel confident.

Do you provide a script?

We do provide a script, which you can use to frame your conversation in order for us to get the voting intention that we do record systematically. However, we're not robots, so do have a proper conversation around issues that matter to local people and think about using open questions such as:

- What issues are important to you locally?
- Why is this issue important to you?
- How does this issue make you feel?
- What action would like us to take to solve this issue?

SOME TIPS....

- When asking questions: introduce yourself – say where you are from and ask the voter's name.
- Remember, this is just the start of a conversation with a potential Labour voter – we will follow up with direct mail, leaflets, further door knocking etc.
- Don't get into long conversations, especially with those who may have voted Tory all of their life and unlikely to vote Labour any way!
- Use the script to frame your conversation.
- If the data we collect is not accurate then our targeting will be compromised.
- Write down the answers you are given on a clipboard.
- For every target voter you identify on the doorstep, make sure you also ask for a phone number and email. This way we can follow up with them personally or the candidate/elected member can.

There are a number of extra questions which we should ask of those who say they will be supporting the Labour Party, these include:

- Would you like a postal vote?
- Can we have your email address and telephone number to keep in touch?

Board holder Briefing

Labour	**L**
Conservative	**T**
Lib Dem	**S**
Against	**A**
Won't Say	**X**
Don't Know	**D**
Non Voter	**Z**
Independent	**I**
Plaid Cymru	**P**
SNP	**N**
UKIP	**B**
Socialist Labour	**R**
Green	**G**
BNP	**V**
Other Party	**J**

Recording responses to Voter ID questions

We record responses to the questions on the Voter ID script using codes. These codes are easy to learn, however, when you first start out running a Voter ID session, you may want to have a print out of these codes so you do not make any mistakes!

Recording responses to questions 1 & 2

To record responses to questions 1 and 2 on the Voter ID script , we use 'party codes'. You can see these party codes on the right.

Questions 1 and 2 on the Voter ID script are:

QUESTION 1
If there was an election tomorrow, which political party would you support?

QUESTION 2
At the last General Election in 2017, which party did you vote for?

Recording responses to question 3

Responses to question 3 "Would you prefer a Labour to a Conservative Government?" are easy to record. We either record:

- Y: for yes – they would prefer a Labour government to a Conservative government
- N: for no – they would not prefer a Labour government to a Conservative government.

There is also a response "U" for unsure.

Canvassers should ask question 3 of all electors who have not responded or who have said they don't know to question 1.

Filling in Voter ID sheets

Recording responses to the Voter ID questions canvassers ask on the doorstep or telephone accurately using these codes is very important, as we use this data to inform our campaigning and messaging.

We write the appropriate codes for the responses an elector gives in the boxes provided next to their names on Voter ID sheets.

Labour supporters
There are a number of extra questions which we can ask of those who say they are likely to be voting Labour.

Your local party may want to prioritise which of these questions canvassers should ask, depending on where you are in the election cycle and your local priorities:

1. Would you like a postal vote?
2. Can we have your email address and telephone number to keep in touch?
3. Would you like a poster for your window or a stake for your garden at election time?
4. Would you like to join the Labour Party?
5. Would you like to endorse the candidate on a leaflet?

Voter ID sheets
Voter ID sheets show a list of electors we need to talk to on the doorstep or telephone when carrying out Voter ID work. Voter ID sheets are produced using Contact Creator and we also use this system to enter data after canvassing sessions.

Voter ID sheets contain lots of information on electors including names, address and previous voting intention (if we have it).

Voter ID history
There is a column on Voter ID sheets which is marked as VID history. This stands for Voter ID history.

Voter ID history indicates current and previous voting intentions recorded from canvassing, as well as marked register information. A marked register is the list of those who have and have not voted that is recorded at polling stations. Local parties can purchase a copy of the marked register and then enter data from it to Contact Creator.

Letters in the VID history string represent the codes from the Voter ID script. The most recent code is on the left, the oldest on the right. VID history roughly covers 8 years, with each code roughly indicating a year (running from May to May).

Capitalisation of Voter ID codes indicate that an elector was recorded on the marked register as having voted in an election in that year. If a letter is a lower case letter is shown, this would suggest that an elector did not vote, there were no elections or we did not enter that marked register.

A capital letter indicates that someone was canvassed during that election cycle and voted.

e.g. L: Was canvassed as Labour and voted that year.

A lower case letter indicates that they were canvassed but are not marked as having voted.

e.g. t: canvassed that year as conservative and did not vote, there were no elections or we did not enter the marked register

A question mark indicates someone marked as voted but we did not canvass.

Dashes indicate not canvassed or marked as voted in that year.

One long dash shows that someone is new to the register in the last 12 months.

In advance of your canvassing session

Setting up clipboards for your canvassers
If we ensure that our canvassers have all of the resources that they need for a canvassing session then they will be confident, effective and will enjoy their canvassing experience more. We should therefore take time before a canvassing session to ensure that clipboards have everything they need on them.

Each clipboard for a canvasser should have:

- Postal vote sign up forms
- Labour Party membership forms
- Individual Electoral Registration (IER) cards
- A copy of the Voter ID script
- Window posters (in the run up to an election), ideally with blu-tac or adhesive tape
- Some blank A4 paper to make notes
- A canvassing briefing (see below)
- Casework/issue forms– more details on this below

At the start of your canvassing session

Briefing for canvassers
All canvassers, whether they are going out for the first time or are experienced should receive a briefing.

This briefing should cover:

- The candidate(s) for election in the ward/constituency being canvassed and a little bit of background information on them. Facts which set them apart from other parties' candidates are great.
- Local and national issues your local party would like canvassers to talk about on the doorstep. These provide some useful talking points for those who are weaker Labour supporters or are undecided.
- Contact details for the boardholder in case someone gets lost.
- Where polling stations are (in the run up to an election).

It is very useful to have this briefing written down for canvassers on a one page canvassing brief.

You can then just read this briefing out.

After the briefing, ensure that you note down the phone numbers of your canvassers and that they have your phone number in case they get lost.

Resources for canvassers
At the start of your canvassing session ensure that your canvassers have everything that they need:

- Clipboards (with all the resources listed above)
- Pens/pencils
- Labour stickers
- Outcards
- Leaflets/flyers on issues you are discussing on the doorstep

Looking after new canvassers
If it is someone's first time going out canvassing make sure that they are looked after. If they have a bad first experience they may not come back!

An experienced canvasser should also spend some extra time with the new canvasser, explaining what we are doing and best practice. In this training, the experienced canvasser should explain why we ask each of the questions and why they are important.

In addition, the experienced canvasser should go through the following with new canvassers:

- Canvassing briefing
- Dealing with difficult conversations and using the issues/casework sheet when unsure of an answer
- Time on the door: (not spending more than three minutes with any one elector).
- Finding out who against electors voted for/ will be voting for in particular.

Remember this training should not need to take any more than 5 minutes.

New canvassers should also shadow an experienced canvasser whilst they knock on doors to see how it is done and to gain confidence.

During your canvassing session

Looking after your canvassers
During your canvassing session, write the initials of the canvasser next to the door that you send them to. This is in case they get stuck on a door or if you lose them, you will then know where they are to find them. If someone is stuck on a door for a lengthy period of time, send a canvasser back to get them, explaining that you don't want them to get left behind.

Using the candidates time wisely
We want our candidate(s) to meet as many electors as possible and the right kind of electors. In order to ensure this happens you can:

- Ask canvassers who are speaking to undecided voters, weak Labour supporters or other important groups to invite the candidate(s) to those doors.
- Send the candidate only to properties who have been previously undecided.

After a canvassing session

Debriefing and thanking your canvassers

After a canvassing session we should take a few moments to debrief with our canvassers to find out about their experience.

We should ensure that we thank them for their time and see if they would like to help out again.

Don't forget to get your clipboards back and any completed postal vote, casework or membership forms. Take these to your campaign HQ or give them to your organiser or campaign coordinator. *Postal Vote application forms need to be returned to your Electoral Registration Officer at the relevant local authority within 48 hours.*

SOME TIPS FOR LEADING A CANVASSING SESSION...

Here are a few other tips for making your canvassing as effective as possible:

- You ideally want to have between 4 and 7 people in your canvassing team.
- If you don't know the area you are leading the canvassing session in, get there early to explore it and identify the location of the streets you will be canvassing.

After a session we should make sure that:

- We take time to debrief with each canvasser and thank them for their time.
- Volunteers are signed up to another session before going home.
- All postal vote, membership forms and casework is collected from canvassers and data entered in to Contact Creator!
- Postal Vote application forms need to be returned to your Electoral Registration Officer at the relevant local authority within 48 hours.

APPENDIX 3:
Member Mobilisation Calling Script

MEMBER MOBILISATION CALLING SCRIPT

In your call, you should:

- Explain what campaigning involves and why it's so important
- Explain that there are lots of different ways they can help and find out what they might like to do

Hi, my name is **<name>** and I'm calling from your local Labour Party, to let you know a bit about what's happening in the CLP. Have you got a couple of minutes for a quick chat? It won't take long.

→ **YES** →

Have you got involved with anything locally just yet?

→ **YES** →

EXPLAIN WHY YOU'RE CALLING

We're holding a street stall/door knocking session on **<date>** and I just wanted to get in touch personally to ask you if you'd like to come along

→ **NO** →

EXPLAIN CAMPAIGNING

If you haven't been along to a campaign session just yet, it would be great if you can make it on **<Saturday>**. It's great fun, and it's a really good way of showing that we're active as a party and present in the community.

Explain that members are our most important resource in the Labour Party, and we couldn't fight elections and run campaigns without the support of our members and volunteers.

TRY TO GET A COMMITMENT TO HELP

Let them know what will be happening on the day and how they can get involved, and ask them how they would like to help.

- Door knocking
- Leaflet delivery
- Street stall
- Phone canvassing – can be done from home on Dialogue

If they're interested, but can't make it on that day, tell them about other campaign activity happening in the CLP

- E.g. normally, we go door knocking every Saturday morning and have a phone bank on a Wednesday night.
- Do you get our campaign emails? That will tell you where we'll be meeting every Saturday. If you'd like to come along, you'll be made to feel really welcome and we'll pair you up with one of our experienced campaigners so you can see how it all works to start off with.
- If they don't fancy door knocking, let them know about other ways they can help.

→ **NO** →

- Sorry to hear you can't help at the moment – I understand. If you do have some free time in the next few weeks just get in touch.
- Thank them for their time and remind them just how important the support of local members is
- Leave some contact details for the CLP in case they have any questions

Thank them for their time

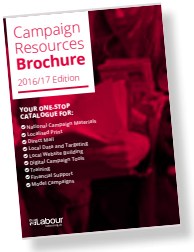
That's great – we'll see you then. If you have any questions beforehand, or have any problems finding us on the day, my number is **<telephone no>,** so just get in touch.

APPENDIX 4:
Further Training and Support

Further Training and Support

In-depth Guides

If you found this handbook useful, be sure to check out more in-depth guides on particular aspects of campaigning as a local Labour Party. *members.labour.org.uk/campaign-resources*

Campaign Resources Brochure 	The Campaign Resources Brochure sets out all the support you can access from the national Labour Party to run a great local campaign, including: • Prices from Labour's Campaign Shop • Prices and fulfilment times for ordering print through Campaign Creator • How to access Contact Creator, Nationbuilder, MemberCentre and the Labour Events Tool • How to access training resources and sign up to webinars • How to apply for the NEC Development Fund • Model campaign plans and budgets
Welcoming New Members In Your CLP	CLPs have seen a big increase in their membership, and this presents a great opportunity, but it can also be a challenge getting in touch with and engaging such a large number of people. This guide contains lots of ideas and best practice examples to help you engage with the new members, and help them to become involved and active in your CLP.
Community Organising Guide	The Community Organising Guide is designed to help members and activists who are already involved in campaigning for Labour in their communities OR are interested in getting more active.
National Campaign Guides	The Labour Party regularly publishes campaign packs to help CLPs be a part of national campaigns on issues like the NHS or rail fares. Find the newest campaign packs at *members.labour.org.uk/resources-for-organisers*
Campaign Technology Guides	A range of guides to all the Labour Party's campaign technology systems are available at *members.labour.org.uk/campaigntechnology*

Campaign Creator

Campaigns.labour.org.uk

The Labour Party offers support for all CLPs in creating high quality localised print through Campaign Creator. You can use Campaign Creator to create local campaign artworks using professionally designed templates, print your artwork using the Labour Party's network of print partners, benefit from the Party's national price plan, and Campaign online by creating localised infographics.

The Labour Party recommends you use Campaign Creator for both creating and printing your local campaign materials. Using Campaign Creator means you will always get a product that looks professional, reflects the Labour brand and that you know was printed by a responsible and reliable supplier. With Campaign Creator you benefit from cheaper print prices, and guaranteed turnaround times.

Using Campaign Creator also gives you access to the Asset Library – photos, copy and other resources useful when planning your print campaign. The Asset Library includes Stock photos and Model copy on national Labour campaigns. You can also upload your own assets to drop into your leaflets and share with other Campaign Creator users.

Campaign Shop

Shop.labour.org.uk

The Labour Party Campaign Shop is where you can go to quickly order generic Labour Party materials like posters, stickers and balloons, as well as national Labour Party leaflets and forms.

Some items on the Campaign Shop are only available to Labour members. To make sure you are viewing all the shop items, make sure to log in using your Membersnet details.

Contact Creator

www.contactcreator.org.uk

Contact Creator is the Labour Party's online voter database. Local parties can use the part of that database that covers their constituency to create customised lists of local electors in a variety of formats, including:

- Voter ID sheets
- CSV files
- Polling day WARP / GOTV sheets
- Property lists
- Statistical reports
- A variety of other formats

If you want to be able to access Contact Creator for your CLP, you should contact your local Contact Creator administrator. If you don't know who your local administrator is, you should ask your CLP Secretary.

Dialogue

Go to *dialogue.labour.org.uk*

Dialogue is the Labour Party's online phone banking tool that enables members to phone canvass wherever they are in the UK. To use Dialogue, all you need is a phone and a laptop or tablet.

To get started, watch the 'Introduction to Dialogue' video. Entering your telephone number allows you to select from a range of calling options. In all cases the systems dials out to you, meaning you don't pay for calls to voters or 'use your own number'. The 'Help' page contains all the information you need to get started with Dialogue.

To use the tools in this guide, you need to have created a Labour Login, our universal login for Labour Party digital services. If you haven't already created an account, click on the 'activate your account' button at *my.labour.org.uk*.

Events

Go to **events.labour.org.uk** and **labour.org.uk/addevent**

During the General Election campaign, we introduced major new features to ensure that Events worked well for both local campaigns and members. With its new refreshed user interface, events is our primary way of making sure members in your area know what's happening.

To set up an event, you just need the time, location, name, and a brief description of the event. Our customisable address field and map means you can always make sure your volunteers know exactly where to meet you. Our instructional video can be watched by clicking the Help button at the top of the Add Event screen.

When a member or supporter visits events.labour.org.uk, they can search for events near them. All events within 25 miles are shown by default, with events in someone's own constituency promoted first.

National mobilisation efforts will often include links to events in a member's constituency, so you should always try and ensure you have upcoming events listed.

Insight

Insight.labour.org.uk

Insight uses the information in Contact Creator to help you target your campaign locally. The functionality is designed to help local parties plan their campaign activity and see the results of their canvassing work.

The targeting function within Insight prioritises the road groups within your constituency to help you decide where you should go canvassing next.

By using a combination of factors, including how likely individuals in each area are to support the Labour Party and the age of voter ID data collected from electors in the area, the Targeting Map on Insight allows you to identify high priority roadgroups for voter ID work.

You can also use Insight to identify which areas are likely to be the best to canvass during weekday daytimes, weekday evenings or weekends. On the Targeting Map, high, medium and low priority roadgroups are shown by green, yellow and red markers respectively. Roadgroups where at least 30% of electors have been contacted in the past six months are marked as "Done" with a grey marker.

Insight also includes new reporting functionality: a new, interactive way of visualizing various metrics for voter ID and other data in your constituency. Insight has been designed to make it easier to view and understand what's happening in your constituency. It also allows you to view a wider range of dynamic statistics and data for more time periods than ever before.

Access to Insight is currently available to holders of the following roles:

- CLP Campaign Co-ordinators.
- Contact Creator local administrators.
- Members of Parliament.
- Accredited local organisers (as specified by regional/Welsh/Scottish office).
- Relevant Labour Party staff.

MemberCentre

Go to: *labourmembership.com*

MemberCentre is the Labour Party's online membership database. It is designed to make contacting members in your area as easy and efficient as possible, and also allows CLPs to run reports, update details and keep their information up to date.

Membersnet

Go to *members.labour.org.uk/home*

The Campaign Resources section of Membersnet contains all of our latest campaign materials, including campaign packs, graphics, model copy and model press releases.

This page is frequently updated with everything you need to help you campaign in your constituency. The page is divided into five sections: Membership & Supporters, Resources for Organisers, Legal Advice, Graphics Library and Campaign Handbooks and Guides.

We post recording of our training sessions on Membersnet for you to watch again in your own time.

Organise - Coming Soon!

Organise is the Labour Party's all-new volunteer management and communications tool. The platform, freely available to all CLPs, will provide campaign organisers with an integrated set of tools for building activity locally. From passing on volunteering sign-ups from Labour's national website, to allowing you to easily contact everyone who has RSVPed to an event, Organise is designed exclusively with Labour local organising in mind. Organise will include an easy to use email tool and a simple modern interface, helping you spend more of your time campaigning and less time wrangling with data.

The first launch of Organise will be at the turn of the year, and we'll be adding new features all the time. We're really excited to bring the advantages of Organise to you and campaigners across the country in the coming months. You will need your membership number handy when setting up your account which you can find on your membership card, it will also be on any letters we have sent out to you. If you can't find your membership number then feel free to give us a call on *0345 092 22 99*.
Once you have entered your membership number you just need to input your email address and click on the 'verify my membership' button.

Your details will then be verified and an invitation will be sent to your email address. Once your account is set up you can use your new login for all Labour Party digital services.

Promote

Promote.labour.org.uk

Promote is a Labour Party tool which enables users to place targeted social media content in front of select audiences, including audiences defined entirely within Contact Creator. Promote gives you analytics tailored to political campaigning so you can judge the effectiveness of your ads.

Paid digital advertising is different from regular, 'organic' social media posts. With paid digital advertising, you know exactly who sees your content, and can tailor messaging accordingly, and you reach new audiences who do not follow you on social media.

Regional Office Contacts

East Midlands Labour Party
Harold Wilson House, 23 Barratt Lane,
Attenborough, Nottingham NG9 6AD
0115 943 1777
eastmidlands@labour.org.uk
@EastMidsLabour
www.eastmidslabour.org.uk

Labour East
1 Whitehall Estate, Flex Meadow
Harlow, Essex CM19 5TP
01279 625 860
eastern@labour.org.uk
@eofelabour
www.easternlabour.org

Labour North
Labour Central, Kings Manor
Newcastle upon Tyne, NE1 6PA
0191 246 5276
north@labour.org.uk
@LabourNorth
www.labournorth.com

Labour South East
Floor 2, Southside,
105 Victoria Street, SW1E 6QT
0345 092 2299
southeast@labour.org.uk
@SElabour
www.labour-southeast.org.uk

Labour South West
4 Emery Road, Brislington
Bristol, BS4 5PF
0117 9729440
contact@laboursouthwest.org.uk
@SWLabourParty
www.laboursouthwest.org.uk

London Labour Party
Floor 2, Southside,
105 Victoria Street, SW1E 6QT
020 7783 1170
london@labour.org.uk
@LondonLabour
www.labourinlondon.org.uk

Labour North West
Suite 97, Spencer House, Dewhurst Road,
Birchwood, Warrington, Cheshire WA3 7PG
01925 574913
northwest@labour.org.uk
@LabourNorthWest
www.labournorthwest.org.uk

Scottish Labour Party
290 Bath Street,
Glasgow, G2 4RE
0141 572 6900
scotland@labour.org.uk
@scottishlabour
www.scottishlabour.org.uk

West Midlands Labour Party
Terry Duffy House, Thomas Street,
West Bromwich, B70 6NT
0121 569 1900
wmids@labour.org.uk
@WMLabour
www.westmidlandslabour.org.uk

Yorkshire and the Humber Labour Party
20/22 Cheapside, Wakefield
West Yorkshire, WF1 2TF
01924 291 221
yorkshire@labour.org.uk
@yorkshirelabour
www.yorkshireandhumberlabour.org.uk

APPENDIX 5:
Model budget and short-campaign planner

Model Campaign Budget

The example budget below plans for an item to be delivered every 2 weeks – during a six week short campaign – one item across your whole constituency, the remaining items only going into your target wards.

Short Campaign Items	Quantity	Price	Delivery Window
Red Rosettes	20	£20	
Labour Balloons	100	£10	
Candidate Name Posters – A4	500	£33	Week 1
Calling Card DL	10,000	£208	Weeks 1-6
Street Stall & School Gates Flyer	5,000	£90	Weeks 1-6
Newsletter A3	30,000	£1,360	Week 1-2
Direct Mail 1 *(Target & Labour held wards)*	4,000	£1,636	Week 3
Newsletter A4 (Target wards only)	10,000	£256	Week 3-4
Direct Mail 2 (Target wards only)	4,000	£1,636	Week 5
Polling Day Reminder Cards	5,000	£138	Week 5-6
Good Morning Card – DL	2,000	£96	Polling Day
Polling Day Card – Long Format	5,000	£189	Polling Day
Time is Running Out Card – DL	2,000	£96	Polling Day
TOTAL		**£5,768**	

Model Campaign Planner

The schedule below shows how you can timetable out your campaign from 10 weeks away from polling day through to polling day itself.

10 WEEKS LEFT	**Sat**	**Sun**	**Mon**	**Tue**	**Wed**	**Thu**	**Fri**
Capacity Building				Update events on the Events tool	Campaign bulletin		Fundraising dinner / campaign launch
Voter ID	Big campaign weekend	Big campaign weekend		Door knocking	Phonebank		
High profile			Press release			School gates	Street stall
Print	Authority-wide tabloid / leaflet 1 deliveries						
9 WEEKS LEFT	**Sat 25 Feb**	**Sun 26 Feb**	**Mon 27 Feb**	**Tue 28 Feb**	**Wed 01 Mar**	**Thu 02 Mar**	**Fri 03 Mar**
Capacity Building				Update events on the Events tool	Campaign bulletin		
Voter ID				Door knocking	Phonebank		
High profile			Press release				School gates
Print	Authority-wide tabloid / leaflet 1 deliveries						
8 WEEKS LEFT	**Sat 04 Mar**	**Sun 05 Mar**	**Mon 06 Mar**	**Tue 07 Mar**	**Wed 08 Mar**	**Thu 09 Mar**	**Fri 10 Mar**
Capacity Building				Update events on the Events tool	Campaign bulletin		
Voter ID				Door knocking	Phonebank	Door knocking	
High profile			Press release			School gates	Street stall
Print	Authority-wide tabloid / leaflet 1 deliveries						

7 WEEKS LEFT	**Sat**	**Sun**	**Mon**	**Tue**	**Wed**	**Thu**	**Fri**
Capacity Building				Update events on the Events tool	Campaign bulletin	New member / new activists social event	
Voter ID			Door knocking	Door knocking	Phonebank		
High profile			Press release				Community visit
Print	Authority-wide tabloid / leaflet 1 deliveries						

6 WEEKS LEFT	Sat	Sun	Mon	Tue	Wed	Thu	Fri
Capacity Building				Update events on the Events tool	Campaign bulletin	Mobilisation phonebank	
Voter ID	Big campaign weekend	Big campaign weekend		Door knocking	Door knocking		
High profile			Press release			School gates	Community visit
Print	Authority-wide tabloid / leaflet 1 deliveries						
5 WEEKS LEFT	**Sat**	**Sun**	**Mon**	**Tue**	**Wed**	**Thu**	**Fri**
Capacity Building				Update events on the Events tool	Campaign bulletin		
Voter ID	Big campaign weekend	Big campaign weekend	Door knocking	Door knocking	Door knocking Phonebank	Door knocking	Door knocking
High profile			Press release Train station leafletting	School gates	Street stall	School gates	Community visit
Print	**Ward election address deliveries Posted Direct Mail 1 drops**			**Ward election address deliveries**			

4 WEEKS LEFT	Sat	Sun	Mon	Tue	Wed	Thu	Fri
Capacity Building				Update events on the Events tool	Campaign bulletin	Polling day mobilisation phonebank	
Voter ID	Big campaign weekend	Big campaign weekend	Door knocking	Door knocking	Door knocking Phonebank	Door knocking	Door knocking
High profile			Train station leafletting	School gates	Street stall	School gates	Community visit
Print	**Ward election address deliveries**						

3 WEEKS LEFT	Sat	Sun	Mon	Tue	Wed	Thu	Fri
Capacity Building				Update events on the Events tool	Campaign bulletin		
Voter ID	Big campaign weekend	Big campaign weekend	Door knocking	Door knocking	Door knocking Phonebank	Door knocking	Door knocking
High profile			Press release Train station leafletting	School gates	Street stall	School gates	School gates
Print	Ward election address deliveries						

2 WEEKS LEFT	Sat	Sun	Mon	Tue	Wed	Thu	Fri
Capacity Building				Update events on the Events tool	Campaign bulletin		
Voter ID	Big campaign weekend – door-knocking	Big campaign weekend - leafleting	Door knocking	Door knocking	Door knocking Phonebank	Door knocking	Door knocking
High profile			Press release Train station leafletting	School gates	Street stall	School gates	School gates
Print	Target wards newsletter deliveries						
1 WEEK LEFT	**Sat**	**Sun**	**Mon**	**Tue**	**Wed**	**Thu**	**Fri**
Capacity Building				Update events on the Events tool including polling day	Campaign bulletin		Polling day briefing
Voter ID	Big campaign weekend	Big campaign weekend	Door knocking	Door knocking	Door knocking Phonebank	Door knocking	Door knocking
High profile			Train station leafletting	School gates	Street stall	School gates	School gates
Print	Target wards newsletter deliveries Posted Direct Mail 2 drops			Target wards newsletter deliveries			

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