

SUMMER CAMPAIGN PACK 2019

LABOUR WILL REBUILD BRITAIN FOR THE MANY, NOT THE FEW.



12520_19 Promoted by Jennie Formby, General Secretary, the Labour Party at Southside, 103 Victoria Street, London, SW1E 6QH. Printed by Potts Crumlington, Northumberland, NE23 1WG.

<<ADDRESS LINE 1>>
<<ADDRESS LINE 2>>
<<ADDRESS LINE 3>>
<<ADDRESS LINE 4>>
<<ADDRESS LINE 5>>
<<WARD, POLLING DISTRICT, ROAD GROUP>>

Dear <<NAME>>

Rebuilding Britain for the Many not the Few

I'm proud to be your local Labour candidate for <<ADDRESS LINE 1>>. Over the past few months I've been out and about listening to people and hearing about their hopes and concerns for the future. One thing is clear – many of you are deeply worried about the crisis facing our country. A crisis caused by Tory chaos and incompetence and now made worse by Boris Johnson as Prime Minister.

Boris Johnson has shown that he represents the wealthiest in our country with his tax cuts for the richest, defence of the bankers who caused the crash and willingness to cosy up to Donald Trump, putting our NHS in danger.

Boris Johnson was chosen by a handful of Tory MPs and members who got us into this mess in the first place. This is no way to choose a Prime Minister, especially in a time of crisis. We need a General Election now so you can make your own choice about the way forward for Britain. As your local Labour candidate I want to set out how Labour will do things differently.

LABOUR WILL:

• Invest in our economy by making corporations pay their fair share, pumping £250 billion into the country to upgrade our transport, communications and energy systems, while protecting 95% of people from any rise in income tax, national insurance contributions or VAT.

• Transform support to you and your family. While the Conservatives give tax cuts to the wealthiest, Labour will deliver universal free childcare, free schools meals and abolish university fees, boosting investment in the NHS and our social care system, with more nurses, doctors and care workers.

• Deliver the urgent, radical action needed to confront the climate crisis. Unlike the Conservatives, Labour will intervene to deliver a Green Industrial Revolution, creating hundreds of thousands of green jobs and cleaning up our polluted air.

Overleaf you will find Labour's six pledges. These pledges are clear, practical actions we would take in government. Actions that would start to change how our country is run. Actions to rebuild Britain for the many not the few.

Best wishes,

<<signature>>

<<FIRST NAME>>

"The Tories have plunged Britain into crisis and run our country in the interests of a privileged elite. It is time for change."

**LABOUR WILL REBUILD BRITAIN,
FOR THE MANY NOT THE FEW.**

LABOUR'S PLEDGES

- 1 Increased funding for the NHS with more nurses and doctors to give patients the care they need.
- 2 A Real Living Wage of £10 an hour and no increase in Income Tax or National Insurance for 95% of people.
- 3 A Green Industrial Revolution creating 400,000 jobs.
- 4 Free school meals for all primary school children and reduced class sizes for all 5, 6 and 7 year olds.
- 5 Keep the Winter Fuel Allowance, free TV licences and bus passes for pensioners.
- 6 A public vote on any Brexit deal. Labour will campaign to Remain against No Deal or a bad Tory deal.

olution creating 400,000 jobs



all primary school children and reduced class sizes for all 5, 6 and 7 year olds.



Allowance, free TV licences and bus passes for pensioners.



/ Brexit deal.

Labour will campaign to Remain against No Deal or

your area?

Can you help me stay in touch by delivering leaflets in your street? Yes / No

Count me in, I'm voting Labour Yes / No

I'd like to register for a postal vote, please send me a form Yes / No

Tell me what you think at

<<URL OF LOCAL WEBSITE>>

Please return to:

Xxxxxxxxxxx

Xxxxxxxxxxx

1 Your details are not recorded with your name and address. We will only use your details to contact you about Labour's campaign. We will not share your details with any other organisation. If you do not want to receive any further information from us, please let us know. If you do not want to receive any further information from us, please let us know.

2 Labour will campaign to Remain against No Deal or a bad Tory deal.

3 Labour will campaign to Remain against No Deal or a bad Tory deal.

4 Labour will campaign to Remain against No Deal or a bad Tory deal.

5 Labour will campaign to Remain against No Deal or a bad Tory deal.

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Find out more labour.org.uk/rebuildingbritain

REBUILDING BRITAIN
FOR THE MANY NOT THE FEW

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INTRODUCTION

This summer could well be the precursor to a General Election and it is vital that we take the opportunity to campaign in our local communities and engage with local residents about the issues facing our country.

Our campaign is centred around Labour's Summer Campaign Pledges.

Our pledges are some of our biggest policies that illustrate how Labour would do things differently. Unlike the Tories we would run our country in the interests of the many rather than a privileged elite.

This campaign pack includes everything you need to set up and run a great summer campaign in your local community. The aims of the campaign are to:

- Engage with local residents about the issues in your community and in our country.
- Talk about the national crisis, caused by Tory chaos and incompetence, and now made worse by Boris Johnson as Prime Minister.
- Deliver Labour's message; we can and will change our country so that it is run for the many not the few.
- Encourage as many people as possible to get involved in your local campaign and their local Labour Party.

This campaign pack is organised in to three sections to help you organise your local campaign.

Section one includes a briefing on Labour's pledges to rebuild Britain for the many, not the few.

Section two contains useful guidelines about how to make the most of your summer campaign using all of the communications channels and tools available.

Section three sets out all of the campaign resources and supporting materials that will be available over the summer to support your campaigning.

For further help and support organising an effective campaign in your area please contact your Regional/Scottish/Welsh Labour Organiser – details of which are at the back of this guide.

SECTION
1

LABOUR'S PLEDGES

***ENGLAND ONLY**

Scottish Labour and Welsh Labour pledges available
from Labour.org.uk/campaignhub

LABOUR'S PLEDGES

With the potential for a General Election later this year, it is important that we campaign in our communities and clearly set out how a Labour government would do things differently and govern in the interests of the many not the few.

The difference between Labour and the Conservatives:

- Labour is the party for the many, the Conservatives for the few.
- The Conservatives are in the pocket of big donors and big business, including millionaire bankers, media barons and corporate lobbyists; Labour is a movement of millions that can't be bought off.
- Labour has the strength to stand up to the wealthy and powerful few, which is why we are so relentlessly attacked. We will force them to pay their fair share of taxes and stop ripping us off, so we can change the country and deliver world-class universal services.
- We aren't afraid to intervene in the economy to tackle the climate crisis and create good jobs right across the country.

Labour's policies

Labour has the policies to deliver the change that Britain needs:

- Labour will invest in the economy by making corporations pay their fair share, pumping £250 billion into the country to upgrade our transport, communications and energy systems, while protecting 95% of people from any rise in income tax, national insurance contributions or VAT.
- Labour will transform support to you and your family. While the conservatives give tax cuts to the wealthiest, Labour will deliver universal free childcare, free schools meals and abolish university fees, boosting investment in the NHS and our social care system, with more nurses, doctors and care workers.
- Labour will deliver the urgent, radical action needed to confront the climate crisis. Unlike the Conservatives, Labour will intervene to deliver a Green Industrial Revolution, creating hundreds of thousands of green jobs and cleaning up our polluted air.

Labour's pledges in detail

1. Increased funding for the NHS and more nurses and doctors to give patients the care they need.

- Labour will always give the NHS the money it needs and we will invest to tackle the crisis in social care.
- NHS staff care for us in times of most desperate need. They are the backbone of the service, and do incredible work that all of us rely on. It's time we invested in them too.
- There are currently over 100,000 vacancies in the NHS workforce including over 40,000 for nurses and 9,000 for doctors. This needs to be urgently addressed.
- To guarantee the best possible services for patients, Labour will invest in our health and care workforce. A Labour government will step in with a long-term workforce plan for our health service that gives staff the support they need to do the best for their patients. Labour will put safe staffing levels into law.
- The NHS is Labour's greatest achievement, but under the Tories our NHS is in crisis. Patients are waiting for hours in overcrowded A&Es, waiting lists are rising and hospitals are facing huge financial problems.
- Under the Tories it has got harder to see a GP, with one in four people waiting a week or more to see or speak to somebody. NHS waiting lists have grown to 4.3 million and the monthly target for 95 per cent of patients to be seen within 4 hours in A&E was last met in July 2015.
- Cancer patients are waiting longer to start treatment – nearly two-third of NHS Trusts are failing to meet the target to start cancer treatment within 62 days following a GP referral.
- The Tories have no plan to tackle the financial crisis facing the NHS – their reorganisation of the NHS has put hospital units across the country at risk, while beds are cut, staff numbers reduced & treatments rationed to save money.
- Only Labour will stand up for the NHS.

2. A Real Living Wage of £10 an hour and no increase in Income Tax or National Insurance for 95% of people.

- Labour's economic strategy is about delivering a fairer, more prosperous society for the many, not just the few.
- We will give low paid workers a pay rise by introducing a Real Living Wage of at least £10 an hour, which would help the nearly one fifth of workers. We'll ban zero-hour contracts and invest in the economy right across the country, creating jobs that last and lifting working people out of poverty.
- A stronger and fairer economy means standing up for working people. Which is why Labour is committed to tackling low-paid, insecure work, and will put in-work poverty at the heart of government policy.
- As real earnings are still falling for most under the Tories, it's not fair that those who are already squeezed should pay more. So Labour has pledged not to raise tax on 95% of people, and we will shift the tax burden from low- and middle-earners onto the super-rich and giant corporations.
- We will work to reduce inequality, and will reverse planned tax giveaways for the super-rich and big business. We'll also clamp down on tax avoidance.
- Most working people in Britain today are earning less, after inflation, than they did ten years ago. Too many people are in low-paid and insecure work. The National Living Wage won't hit the £9 per hour by 2020 the Tories promised.
- Labour will reduce poverty and create a more equal society.

3. A Green Industrial Revolution creating 400,000 jobs.

- Labour will kick-start a green jobs revolution.
- Our programme of investment and transformation will:
 - a. Make Britain the only G20 country on track to fulfil our obligations under the Paris Climate Agreement.
 - b. Transform our economy, creating more than 400,000 good, unionised jobs across the UK.
 - c. Bring skills and security to communities held back for too long.
- There is no bigger threat facing humanity than climate change.
- Urgent action is required if we are to transform our economy, and save our planet. We cannot leave it to future generations to clean up our mess. In order to achieve this, we need a Green Industrial Revolution.
- Without the right infrastructure, the skills and training, the right industrial strategy or investment in new technologies, we won't create the dynamic low carbon economy that we need. Without one, we will fail future generations, forcing them to face the consequences of climate breakdown.
- Labour is committed to bold and radical action to create hundreds of thousands of good jobs while tackling the climate emergency.
- Through the expansion of wind, solar and home energy efficiency, our programme of investment and transformation will achieve 60% of our energy from low carbon or renewable sources within 12 years, and net zero emissions before 2050.
- Under Labour, Britain will step up and lead the global fight against climate change.
- According to the Committee on Climate Change, the UK is still off track to meet its near term targets in the 2020s and 2030s, despite Parliament declaring a climate emergency in May.
- Since 2015, the Conservatives have introduced huge barriers in the planning system to onshore wind development in England, and blocked onshore wind from competing for subsidies, effectively banning a renewable energy source from replacing existing reliance on fossil fuels. They also failed to back the Swansea Bay tidal lagoon.
- The Tories have continued to back new fracking sites despite evidence that fracking will lock the UK into an energy infrastructure based on fossil fuels long after 2030 when the CCC says gas in the UK must sharply decline.
- Tory cuts to support for solar led to the loss of 12,000 jobs in 2016.

4. Free school meals for all primary school children, and reduced class sizes for all 5, 6 and 7 year olds.

- Labour will introduce free school meals for all primary school children. Ensuring that no child goes hungry, and can concentrate to the best of their abilities is fundamental to achieving our vision.
- Every parent should have confidence and peace of mind that their child will have the same chances and opportunities as every other child.
- But there are four million children living in poverty in this country.
- Under the Tories, crippling underfunding is driving up class sizes and forcing schools to cut corners. Our schools are facing a recruitment crisis, with the Tories missing recruitment targets for the sixth year in a row. And the severity of Tory cuts mean there are nearly half a million primary-age children now in large classes over 30.
- To give all children the best start in life, we will also reduce class sizes to less than 30 for all five, six, and seven-year-olds, and seek to extend that as resources allow.
- Labour will stop the Tories' unfair cuts to school budgets will a real terms increase in funding. Our priority will be to make sure all schools are properly resourced.
- The Labour Party believes that everyone, whatever their background, has the right to a world-class education. Britain's future will depend on an education system that

delivers for everyone and is fit for the modern world.

- Labour will end austerity in our schools and increase per pupil funding.
- We will also provide universal free childcare for all 2, 3 and 4 year olds.

5. Keep the Winter Fuel Allowance, free TV licenses and bus passes for pensioners.

- Labour believes all pensioners deserve security and dignity in retirement. We will develop a fairer system for older people, protecting the free TV license for over-75s and keeping universal Winter Fuel Payments and free bus passes for pensioners.
- Having worked hard and contributed to society, living in a heated home should be the minimum reward. Labour will ensure this is the case by keeping universal Winter Fuel Payments, so that older people don't have to choose between heating and eating.
- Labour understands just how valuable it is for older people to have access to transport. That's why we would protect free bus passes for pensioners, allowing people to visit friends and family, and maintain an active lifestyle.
- We also recognise the important role television can play in providing comfort and security in old age. So we are committed to providing free TV licenses for all over-75s in the country.
- Currently, cruel austerity policies are failing to protect pensioners and older people in this country, with the Tories trying to scrap the Triple Lock and means-test Winter Fuel Payments. Pensioner poverty has increased by 400,000 under their watch.
- They have broken their manifesto promise to provide free TV licenses for over-75s, despite the fact that 40 per cent of older people say the television is their main source of company. You can't trust the Tories to stand up for older people.
- Labour will always be on the side of pensioners.

6. A public vote on any Brexit deal. Labour will campaign to Remain against a No Deal or a bad Tory deal.

- The Tories have utterly failed the country over Brexit. For over three years they bungled the Brexit negotiations, while Brexit uncertainty dragging down the economy and putting jobs at risk.
- The next Tory Prime Minister seems set to lead us towards a disastrous Brexit cliff edge that will damage jobs, living standards and communities across the country. There is no mandate for a no deal Brexit, which would only prolong the pain and fuel further political and economic uncertainty.
- Labour respects the result of the referendum and put forward an alternative Brexit plan to protect jobs, but the Tories have refused to compromise.
- We believe that any deal must now go back to the people for a final say. Faced with a disastrous no deal Brexit or a bad Tory deal, we would campaign to Remain in the EU.
- We are implacably opposed to a No Deal outcome that would be disastrous for people's jobs and living standards.
- Labour will continue to be a party that looks to unite the country – whether people voted Leave or Remain. Only Labour will end austerity, invest in every region and nation of the UK, and rebuild our public services.



SECTION
2

DOORSTEP POLICY SCRIPT

***ENGLAND ONLY**

Scottish Labour and Welsh Labour pledges available
from Labour.org.uk/campaignhub

HERE IS HOW LABOUR WILL REBUILD BRITAIN FOR THE MANY NOT THE FEW:

A COUNTRY THAT REWARDS WORKERS, PENSIONERS AND THOSE IN NEED, NOT JUST THE VERY RICHEST

SECTION
2

- A real living wage of at least £10 an hour.
- Rights to flexible working.
- Free universal childcare for all two to four year olds.
- No increases in VAT, personal National Insurance Contributions or income tax for 95% of workers.
- Protection of Winter Fuel Allowance and free TV licenses for pensioners.
- One million new homes to rent and buy including 100,000 affordable homes.
- A public vote on any Brexit Deal. Labour will campaign to Remain against No Deal or a bad Tory deal.



PROPERLY FUNDED, WORLD CLASS PUBLIC SERVICES RUN FOR PEOPLE NOT PROFIT

- 10,000 extra police officers.
- The nurses, doctors and funding our NHS needs.
- Cut NHS waiting lists by guaranteeing treatment in 18 weeks.
- Safe staffing levels.
- Joined up services with a properly integrated health and social care service.



A NATIONAL EDUCATION SERVICE PROVIDING LIFELONG LEARNING FROM CRADLE TO GRAVE

- An end to school cuts.
- Free school meals for primary school children.
- Reduced class sizes for five six and seven year olds.
- A National Education Service to give people of all ages the skills they need.



INVESTMENT IN EVERY COMMUNITY, ATTRACTING BUSINESSES, JOBS AND GIVING PEOPLE THE SKILLS TO SUCCEED

- £250 billion of investment in infrastructure.
- Railways in public ownership to improve services and cap fares.
- A national investment bank and regional development banks to invest in every part of the country.



A GREEN INDUSTRIAL REVOLUTION TO TACKLE CLIMATE CHANGE AND CREATE HIGH SKILLED, HIGH WAGE JOBS

- Immediate fracking ban.
- Free bus travel for under 25s.
- No more blocking onshore wind farms.
- Investment in high skilled green jobs.



SECTION
3

HOW TO RUN YOUR SUMMER CAMPAIGN

HOW TO RUN YOUR SUMMER CAMPAIGN

SECTION
3

Doorstep campaigning

The Summer Campaign is all about getting out there and speaking to people; spreading our message and explaining our policies and pledges. Talking to people face-to-face about their lives and issues that matter to them remains the most effective way to communicate our values and to win support.

It can be a little intimidating going out on the doorstep for the first time but with a little help, support and encouragement anyone can do it. You don't need to be a policy expert or have the answer to every question, listening is more important than talking most of the time, and with a little practice and enthusiasm it can be an incredibly rewarding experience. The hardest door you'll ever knock on is the first one, after that it's plain sailing.

Who to speak to

Our Summer Campaign and top-line pledges should have resonance with everyone but there are particular groups that will benefit from hearing our messages and who are more likely to change their voting preference from one election to the next.

If you have not already done so, you should make sure someone in your CLP is able to run reports from Contact Creator. Use the 'Recommended Doorstep Voter ID' report to create and run off Voter ID sheets for specific polling districts or road groups. You can use Insight (insight.labour.org.uk) or your local knowledge to identify areas with higher concentrations of the people you want to speak to.

Before the door-knocking session

You should aim to run at least a couple of door-knocking sessions each week as part of the Summer Campaign. It's best to communicate these well in advance and have a set time and meeting point for each session as people may just turn-up.

- Agree a door-knocking schedule.
- Identify someone or a small group of people to run each session.
- Set-up each door-knocking session as an event on Organise or events.labour.org.uk
- Email members with the door-knocking schedule and links to the individual events so they can sign-up.
- Organise a ring round of members to try and encourage participation.
- After a session email members again with some photos of people out and about and advertise the next sessions.

At the start of your doorstep session

- Brief your activists on Labour's pledges using the information in the 'Labour's Pledges' section on page 9 and the 'Doorstep Policy' script on page 14.
- Go through a quick summary of the key questions to ask in a doorstep conversation.
- Make sure every activist has enough pledge cards or Labour Party flyers about the campaign.

All the evidence suggests that people respond more positively to values and stories than to statistics so encourage your activists to look through the pledges and identify which one means the most to them and also which groups of people each pledge might appeal to most. Ask your activists to articulate to the people they're speaking

to which pledge or policy they are most excited about and why, then highlight some of the pledges that are likely to be most applicable to the person they are speaking to.

Even if the pledges don't appeal to a specific individual voter your activists may speak to, (although there's something there for the vast majority), they can be used to demonstrate Labour values and illustrate the direction a Labour government would take.

After the door-knocking session

Make sure you assign some time for a proper debrief after every door-knocking session, perhaps over a cup of tea. Encourage your activists to discuss some of the conversations they've had, people's response to the pledges, any difficulties they encountered and things they learnt.

This is important for a number of reasons:

- Allows people a chance to unwind and unload in a safe environment.
- Gives people the opportunity to develop their stories and talking points for future sessions.
- Provides vital qualitative intelligence on pertinent issues and concerns in the area.
- Builds team-working and relationships through communication and shared experience.
- Presents an opportunity for you to encourage people to attend sessions in the future.

Digital campaigning

Campaigning using digital must be an integral part of every local Labour campaign. We can no longer afford to treat digital as a separate after thought.

You can use digital campaigns to fulfil two distinct roles; mobilising your members and supporters, and sharing campaign messages with voters.

Repeating our key messages in a joined up way to the same voters face to face, through print, and online makes it much more likely that our campaigns will cut through to the voters we need to win the next general election.

Making this happen in your local community can be as simple as organising your campaign so that voters receive a personalised direct mail, see a targeted Facebook advert and have a conversation with a Labour activist.

There are a number of ways that digital can help your summer campaign:

Social Media

You should promote your summer campaign through the various different social media channels available to you. Your social media activity should point supporters towards taking offline actions to get involved with your campaign or signpost followers to other relevant online content about your campaign.

Here are some top tips:

Facebook

Around 41 million people are on Facebook while there are only about 12 million people on Twitter. On Facebook:

- Aim to post something daily or at least three times a week about your summer campaign. Don't be afraid to keep on repeating yourself.
- Try to schedule content when people are online – 8am – 10am in the morning and 6pm – 8pm in the evening.
- Always include a photo, web link or a video in your posts.
- Remember – people share and like content when it elicits humour, urgency, pride and action.
- Social media is about people talking to other people, so be conversational and try asking followers a question to start discussions.
- Don't forget a call to action.

Twitter

Twitter is less effective for reaching undecided voters. But it's great for news and commentary and for acknowledging our members and supporters.

- Try to tweet 3-6 times a day about your summer campaign, and also retweet relevant content that will help engage your supporters. Don't be afraid to keep on repeating yourself.
- Just like Facebook, try not to post content without a photo, web link or a video.
- Remember to be informal and relaxed and let your personality shine.
- Use our summer campaign hashtag #RebuildingBritain so people can feel like they're part of something big. You can also encourage supporters to share content with the hashtag too.
- Reach out to local community groups, trade union's and businesses to meet with you, retweet your content or thank them for their time.
- Always keep your call to action at the front of your mind when tweeting.

Digital Advertising

Over 80 percent of the electorate are active social media users. That's why digital advertising on social media – where we pay to ensure content appears in social media feeds - has become an essential tool for reaching voters with key messages.

- Plan a Facebook 'Like' or 'Issues' ad campaign to reach voters that don't already follow you on social media.
- Choose an audience (similar to your doorstep campaigning and direct mail voter pool) using Contact Creator to target electors online in your community.
- Create your content, set a budget and schedule your campaign using Promote – Labour's digital advertising tool.
- Just like our tips for general Social Media posts on Facebook – create adverts to engage your target audience that are short, snappy and impactful.
- Always include a picture, photo, web link or a video. And don't forget a call to action.

Video

Video is the most effective form of digital media to engage voters and you don't need a TV camera or a videographer to create a short clip. All you need is a smartphone.

- Keep it short (1 min max) and interesting to help maximise engagement.

- Always record your content landscape.
- Take time to think about the surroundings and lighting.
- Avoid noisy and windy locations and keep the person speaking close to the microphone.
- Never post a video without subtitles.

Help, support and Labour Party resources

- Create infographics to share on your social media channels and with Facebook adverts using our easy customisable templates on Labour Connects - <https://connects.labour.org.uk/>
- Download ready to share national digital content on our pledges from the Campaign Hub - <https://labour.org.uk/members/campaignresources/>
- Share, like and retweet from the UK Labour social media accounts.
- Use Labour Organise to set up campaign events and mobilise members and supporters using our email and phonebank tools – find out more in the ‘Member mobilisation’ section of this campaign pack. Don’t forget to share details of events to your social media channels so that followers can RSVP and keep up to date with your campaign.
- Use community organising techniques to build your local campaign – find out more about in the ‘Community Organising’ section of this campaign pack.

For further help and support on organising an integrated digital campaign, download our ‘Digital Campaigning Guide’ from <https://labour.org.uk/members/campaignresources/handbooks-guides/>

Community organising

Whether you want to organise to win a £10 living wage in your local fast food store, build a new Green Industrial Revolution campaign in your town, or organise a campaign on one of our other pledges, here are some tips from Labour’s Community Organising Unit on how to get your campaign started:

Map your community

It is critical to build power in the community to ensure the success of the campaign. Map the key organisations rooted in your communities, think about which organisations and groups you should build relationships with to ensure you win this campaign. For example which organisations are tackling the impacts of austerity in your community? Have you met with them?

Organise one to ones

Take the time to build real connections with, and understand the motivations of key individuals. Who are the influencers and those with relationships in the community (it doesn’t have to just be people in positions of power - but most importantly people with the ability to get others involved). This is a vital – and radical – step which helps bond our movement and develop motivation for action, as well as build a picture of the key issues in an area. Test your campaign with the people you speak to - do they care enough to act on this issue? This helps us to continue to build the Labour Party.

Build a core team

As you go along you will realise that people have skills, appetite and expertise to help build a campaign. Pull these people together, get their ideas, communicate regularly and give them key components to lead on. Thank them for their input - make them realise they are part of creating change that will affect many people.

Organise a 'just listening' campaign

Invite neighbours, people you know less well from your CLP and other members of the local community to talk about the campaign(s) in the area and what you might need to do to bring about change. Make sure real relationships are built and people feel fired up to take action. Find out what the big problems are locally - like rip off rent-to-buy companies or low wage work - and set about building a plan to win. You can also do this through door-knocking and asking people about the big issues impacting on them and testing out the campaign. For example is low paid work a big issue around here?

Hold a mass meeting

Working with your team, bring lots of people together. This is the fastest and most efficient way to generate a high volume of volunteer work quickly.

Five keys to a powerful meeting:

- Get people remembering why they are involved with Labour, ask people to share powerful stories.
- Roundtable discussion: attendees need an opportunity to find the things that they share and start to feel like an 'us'.
- Rousing speech – someone who can inspire the audience into focusing their energy to make a change. This doesn't need to be a politician. But a powerful story of why we need change. For example it could a worker who needs a living wage.
- Spell out exactly what needs to happen in order to win on an issue.
- The big ask - high energy and specific. Get commitment to a next step.

Hold training and develop leaders

Grassroots campaigning means community leadership, so we need to support people to grow their confidence and skills. The Community Organising Unit has resources that can help you (contacts below) build the organising skills needed to win.

Campaign tactics

What will build the change-making power of your group, and what will make decision makers really sit up and listen? You need to consider both of these things to win.

Motivation

Always make individuals involved feel like they are part of something bigger, whilst being clear of what central messages are of the campaign and how they can tangibly make a difference.

Using social media

Social media is a great way of promoting and attracting support for a campaign. Find out more in the 'Digital Campaigning' section of this campaign pack.

Have fun and go win!

Help, support and Labour Party resources

For further help and support organising an effective community organising campaign in your area please contact your Digital Community Organiser – contact details for regional offices are at the back of this guide.

Alternatively email communityorganising@labour.org.uk to book in a phone call with a community organiser to talk through your plan. If your branch, CLP or community

group can get at least 30 people together - the Community Organising Unit will come and help deliver a training event in your community.

Mobilising members and supporters

Within your CLP's membership, you've got a ready-made wealth of skills, insights and creativity. Harnessing the energy and experience of the membership is vital for Labour to win and transform society for the better. Here are some top tips for mobilising members for your summer campaign, building the strength and capacity of Labour's roots in every community.

The plan to win

It all starts with a campaign plan. *What is the goal? How are you going to achieve it? How many members will you need to mobilise?* Having a clear, tangible plan to win is particularly important when mobilising new or inactive members, as it helps people to know that the time they are being asked to give up is worthwhile. The plan should make it clear how this specific campaign fits into our shared, wider goal of electing a Labour government and transforming society.

Set up a sub-team or working group

Ask volunteers to put themselves forward to lead on member mobilisation, engagement and recruitment. From your campaign plan, you will know approximately how many members you need to mobilise. This working group can then be tasked with the challenge of putting together the mobilisation and engagement strategy, which might include: calling members, carrying out one-to-ones, reaching out to people on social media and following up on leads.

Build mobilisation into all your activity

Building mobilisation strategies around your existing activities, reduces the amount of time you're asking volunteers to give up. So why not organise a member mobilisation phone bank just before your CLP or branch meeting or organise a lunch or social after you've been campaigning?

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 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.

Organise a “barnstorm”

A barnstorm is mass volunteer organising meeting. It's an opportunity to gather lots of volunteers and potential volunteers in one place at the same time, so that they can get plugged into the campaign straight away. To make the most of a barnstorm event, you should focus on mobilising members and supporters that are not already active in your local campaign. At the event you should have a rally style stump speech from your local MP / candidate / campaign co-ordinator which sets out the campaign's plan to win and ends with a call for help. Volunteers are recruited then and there to either lead local campaign sessions, or to join campaign sessions organised by others. It's really important to 'strike while the iron is hot' and get people to sign up to specific events at your barnstorm. You can then follow-up with your new volunteers straightaway afterwards by text, phone call or email.

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

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.

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

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

You could invite neighbouring CLPs 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. Don't forget to give them a warm welcome, and to thank them for coming. That way, they're more likely to come back!

Make your campaigning and events engaging and inclusive

Think about buddying up new campaigners with more experienced members. 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. Ensure that any venues you use are wheelchair accessible and child-friendly, and take proactive steps to address any other accessibility needs of your membership.

Help, support and Labour Party resources

For more information about Organise – Labour's volunteer management and communications tool – and how it can help you mobilise members and supporters, visit labour.org.uk/organise

For more top tips on on mobilising members and supporters download the 'Campaigner's Handbook' – labour.org.uk/members/campaignresources/handbooksguides/



SECTION
4

CAMPAIN RESOURCES & MATERIALS

CAMPAIGN RESOURCES & MATERIALS

Direct Mail

A4 direct mail letter from your parliamentary candidate featuring Labour's pledges for the many not the few.

<<FIRST NAME>> <<SURNAME>>
Labour Party Candidate for xxxxxxxxxxxxxxxxx

<<ADDRESS LINE 1>>
<<ADDRESS LINE 2>>
<<ADDRESS LINE 3>>
<<ADDRESS LINE 4>>
<<ADDRESS LINE 5>>
<<WARD, POLLING DISTRICT, ROAD GROUP>>

KEEP IN TOUCH

✉ @xxxxxxxxxxxxxxxxxx
✉ xxxxxxxxxx@xxxxxxxxxx.com
✉ xxxxxxxxxxxxxxxxxxxx.org.uk
✉ 0000 0000 0000

Dear <<NAME>>

Rebuilding Britain for the Many not the Few

I'm proud to be your local Labour candidate for xxxxxxxxxxxxxxxxxxxxxxx. Over the past few months I've been out and about listening to people and hearing about their hopes and concerns for the future. One thing is clear – many of you are deeply worried about the crisis facing our country. A crisis caused by Tory chaos and incompetence and now made worse by Boris Johnson as Prime Minister.

Boris Johnson has shown that he represents the wealthiest in our country with his tax cuts for the richest, defence of the bankers who caused the crash and willingness to cosy up to Donald Trump, putting our NHS in danger.

Boris Johnson was chosen by a handful of Tory MPs and members who got us into this mess in the first place. This is no way to choose a Prime Minister, especially in a time of crisis. We need a General Election now so you can make your own choice about the way forward for Britain. As your local Labour candidate I want to set out how Labour will do things differently.

LABOUR WILL:

- ➊ Invest in our economy by making corporations pay their fair share, pumping £250 billion into the country to upgrade our transport, communications and energy systems, while protecting 95% of people from any rise in income tax, national insurance contributions or VAT.
- ➋ Transform support to you and your family. While the Conservatives give tax cuts to the wealthiest, Labour will deliver universal free childcare, free schools meals and abolish university fees, boosting investment in the NHS and our social care system, with more nurses, doctors and care workers.
- ➌ Deliver the urgent, radical action needed to confront the climate crisis. Unlike the Conservatives, Labour will intervene to deliver a Green Industrial Revolution, creating hundreds of thousands of green jobs and cleaning up our polluted air.

Overleaf you will find Labour's six pledges. These pledges are clear, practical actions we would take in government. Actions that would start to change how our country is run. Actions to rebuild Britain for the many not the few.

Best wishes,
<<signature>>

<<FIRST NAME>> <<SURNAME>> Labour Party Candidate for xxxxxxxxxxxxxxxxx

P.S. Find out more about our pledges [please visit labour.org.uk/rebuildingbritain](http://labour.org.uk/rebuildingbritain)

 **REBUILDING BRITAIN**
FOR THE MANY NOT THE FEW

England, Scotland and Wales templates and model copy available to customise using Labour Connects - connects.labour.org.uk/

LABOUR'S PLEDGES

HERE IS HOW LABOUR WILL REBUILD BRITAIN FOR THE MANY NOT THE FEW:

- 1 Increased funding for the NHS with more nurses and doctors to give patients the care they need.
- 2 A Real Living Wage of £10 an hour and no increase in Income Tax or National Insurance for 95% of people.
- 3 A Green Industrial Revolution creating 400,000 jobs.
- 4 Free school meals for all primary school children and reduced class sizes for all 5, 6 and 7 year olds.
- 5 Keep the Winter Fuel Allowance, free TV licences and bus passes for pensioners.
- 6 A public vote on any Brexit deal. Labour will campaign to Remain against No Deal or a bad Tory deal.

I WANT TO HEAR FROM YOU

What could Labour do to improve things in our area?

Which of Labour's six pledges (see above) are most important to you?

1 2 3 4 5 6

Other _____

Name: _____

Phone: _____ Email: _____

Address: _____

Please return to:

XXXXXXXXXX
XXXXXXXXXX
XXXXXXXXXX
XXXXXXXXXX

Can you help me stay in touch by delivering leaflets in your street? **Yes / No**

Count me in, I'm voting Labour **Yes / No**

I'd like to register for a postal vote, please send me a form **Yes / No**

Tell me what you think at
<<URL OF LOCAL WEBSITE>>

REBUILDING BRITAIN
FOR THE MANY NOT THE FEW

12480_19_Promoted by Jennie Formby, General Secretary, The Labour Party, on behalf of the Labour Party, Post at Southside, 105 Victoria Street, London, SW1V 6QT. Printed by Potts Print (UK), Nelson Park, 6 Moon and Way, Crumlington, Northumberland, NE23 1WG.

Pledge card

National pledge card (business card size) featuring Labour's pledges for the many, not the few.



England, Scotland and Wales versions available to purchase from the Labour Shop - shop.labour.org.uk/

Pledge leaflet

A5 leaflet featuring Labour's pledges for the many, not the few.



England, Scotland and Wales leaflets available to purchase from the Labour Shop - shop.labour.org.uk/

Digital assets

Series of digital infographic England, Scotland and Wales templates available to customise using Labour Connects - connects.labour.org.uk/

Digital assets for Labour's individual pledges available to share from all of UK Labour's social media channels.

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