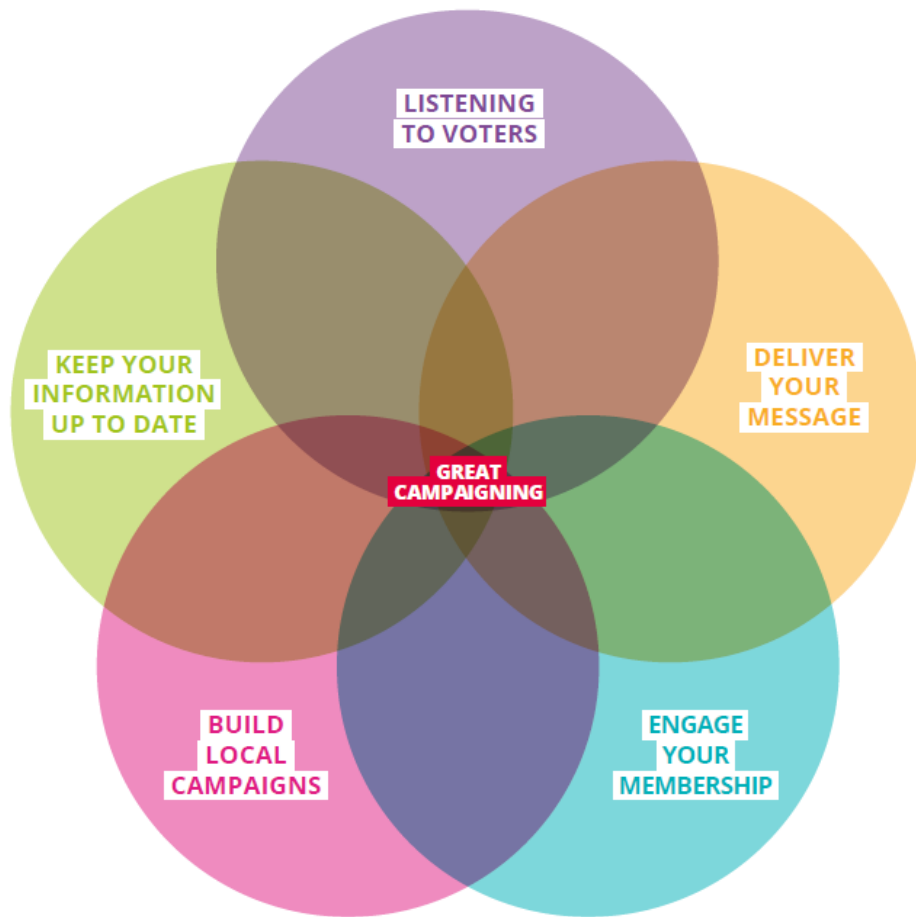


Campaign resources

What's available to me?



What we're covering

- **Listening to voters**
 - on the doorstep
 - on the phone
 - at election time and on polling day
- **Delivering Labour's message**
 - using print
 - online
- **Engaging your membership**
- Useful contacts



Log in with My Labour

Where to go: my.labour.org.uk

- Your Labour Login also enables you to access **My Labour** - your personal Labour Party membership homepage where you can find links to upcoming local events, briefings, and update your own membership details
- If you need confirmation of your membership number, or to check which email address we hold for you, just drop an email to labourmembership@labour.org.uk



Listening to voters



Voter id

NAME	ADDRESS	POSTCODE	DATE OF BIRTH	SEX	ETHNICITY	RELIGION	RELATIONSHIP	STATUS	REGISTRATION
1	Mr David Smith	100 High Street	1985-01-01	M	White British	Christian	Married	Homeowner	Registered
2	Ms Sarah Jones	101 High Street	1980-02-15	F	White British	Christian	Single	Renter	Registered
3	Mr John Doe	102 High Street	1975-03-20	M	White British	Christian	Married	Homeowner	Registered
4	Ms Emily White	103 High Street	1990-04-10	F	White British	Christian	Single	Renter	Registered
5	Mr Robert Black	104 High Street	1965-05-05	M	White British	Christian	Married	Homeowner	Registered
6	Ms Lisa Green	105 High Street	1988-06-25	F	White British	Christian	Single	Renter	Registered
7	Mr James Brown	106 High Street	1970-07-15	M	White British	Christian	Married	Homeowner	Registered
8	Ms Anna Gold	107 High Street	1992-08-01	F	White British	Christian	Single	Renter	Registered
9	Mr Michael Silver	108 High Street	1960-09-10	M	White British	Christian	Married	Homeowner	Registered
10	Ms Sophie Purple	109 High Street	1985-10-20	F	White British	Christian	Single	Renter	Registered
11	Mr Daniel Blue	110 High Street	1978-11-05	M	White British	Christian	Married	Homeowner	Registered
12	Ms Chloe Pink	111 High Street	1995-12-15	F	White British	Christian	Single	Renter	Registered
13	Mr Thomas Yellow	112 High Street	1968-01-25	M	White British	Christian	Married	Homeowner	Registered
14	Ms Olivia Grey	113 High Street	1982-02-10	F	White British	Christian	Single	Renter	Registered
15	Mr Benjamin Light	114 High Street	1972-03-20	M	White British	Christian	Married	Homeowner	Registered
16	Ms Isabella Dark	115 High Street	1998-04-15	F	White British	Christian	Single	Renter	Registered
17	Mr Alexander White	116 High Street	1962-05-05	M	White British	Christian	Married	Homeowner	Registered
18	Ms Ava Black	117 High Street	1987-06-20	F	White British	Christian	Single	Renter	Registered
19	Mr Noah Green	118 High Street	1975-07-10	M	White British	Christian	Married	Homeowner	Registered
20	Ms Mia Blue	119 High Street	1993-08-01	F	White British	Christian	Single	Renter	Registered
21	Mr Lucas Yellow	120 High Street	1967-09-15	M	White British	Christian	Married	Homeowner	Registered
22	Ms Charlotte Pink	121 High Street	1989-10-25	F	White British	Christian	Single	Renter	Registered
23	Mr Henry Grey	122 High Street	1973-11-10	M	White British	Christian	Married	Homeowner	Registered
24	Ms Emily White	123 High Street	1991-12-20	F	White British	Christian	Single	Renter	Registered
25	Mr William Black	124 High Street	1964-01-05	M	White British	Christian	Married	Homeowner	Registered
26	Ms Sophia Green	125 High Street	1986-02-15	F	White British	Christian	Single	Renter	Registered
27	Mr Benjamin Blue	126 High Street	1976-03-25	M	White British	Christian	Married	Homeowner	Registered
28	Ms Victoria Yellow	127 High Street	1994-04-10	F	White British	Christian	Single	Renter	Registered
29	Mr Daniel Pink	128 High Street	1969-05-20	M	White British	Christian	Married	Homeowner	Registered
30	Ms Hannah Grey	129 High Street	1983-06-10	F	White British	Christian	Single	Renter	Registered
31	Mr Alexander White	130 High Street	1971-07-20	M	White British	Christian	Married	Homeowner	Registered
32	Ms Olivia Black	131 High Street	1996-08-15	F	White British	Christian	Single	Renter	Registered
33	Mr Noah Green	132 High Street	1966-09-25	M	White British	Christian	Married	Homeowner	Registered
34	Ms Mia Blue	133 High Street	1988-10-10	F	White British	Christian	Single	Renter	Registered
35	Mr Lucas Yellow	134 High Street	1974-11-20	M	White British	Christian	Married	Homeowner	Registered
36	Ms Charlotte Pink	135 High Street	1992-12-10	F	White British	Christian	Single	Renter	Registered
37	Mr Henry Grey	136 High Street	1968-01-20	M	White British	Christian	Married	Homeowner	Registered
38	Ms Emily White	137 High Street	1984-02-15	F	White British	Christian	Single	Renter	Registered
39	Mr William Black	138 High Street	1972-03-25	M	White British	Christian	Married	Homeowner	Registered
40	Ms Sophia Green	139 High Street	1990-04-15	F	White British	Christian	Single	Renter	Registered
41	Mr Benjamin Blue	140 High Street	1978-05-25	M	White British	Christian	Married	Homeowner	Registered
42	Ms Victoria Yellow	141 High Street	1995-06-10	F	White British	Christian	Single	Renter	Registered
43	Mr Daniel Pink	142 High Street	1965-07-20	M	White British	Christian	Married	Homeowner	Registered
44	Ms Hannah Grey	143 High Street	1981-08-10	F	White British	Christian	Single	Renter	Registered
45	Mr Alexander White	144 High Street	1970-09-20	M	White British	Christian	Married	Homeowner	Registered
46	Ms Olivia Black	145 High Street	1997-10-15	F	White British	Christian	Single	Renter	Registered
47	Mr Noah Green	146 High Street	1967-11-25	M	White British	Christian	Married	Homeowner	Registered
48	Ms Mia Blue	147 High Street	1989-12-10	F	White British	Christian	Single	Renter	Registered
49	Mr Lucas Yellow	148 High Street	1975-01-20	M	White British	Christian	Married	Homeowner	Registered
50	Ms Charlotte Pink	149 High Street	1993-02-15	F	White British	Christian	Single	Renter	Registered

Listening to voters

You can generate quick and easy to use Voter ID sheets to run door-knocking and record the information you get through **Contact Creator**.

If you want to use a smartphone, you and your door-knockers can record the information via our new **Doorstep App**.

Insight can help you target where you're focusing your voter contact activity.

Local members can also now get involved in phone canvassing from their own home using **Dialogue**.

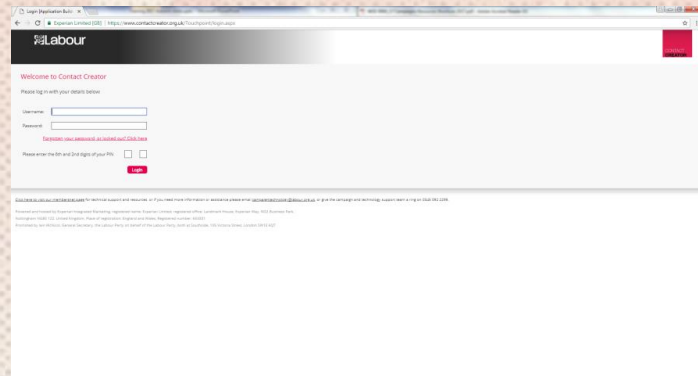
And on polling day, you can use both Contact Creator and **Turnout** to help manage your polling day knock-up rounds and make sure you are running the most efficient and effective polling day with the data you have.

Contact Creator

Where to go: 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

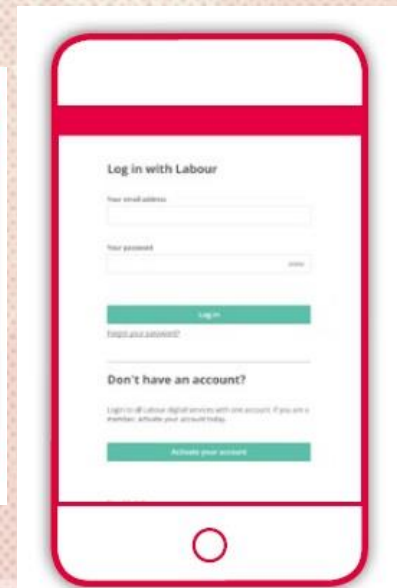
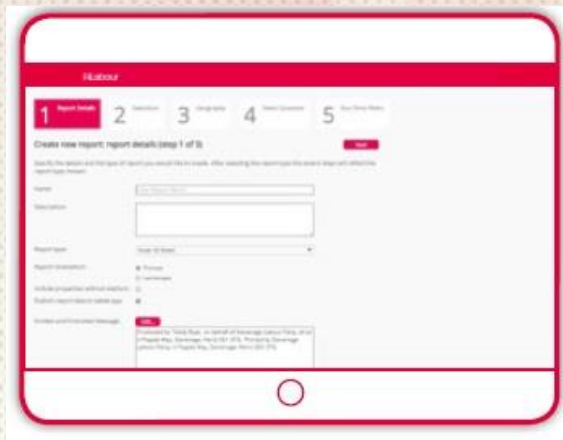


The Doorstep App

Where to go: doorstep.labour.org.uk

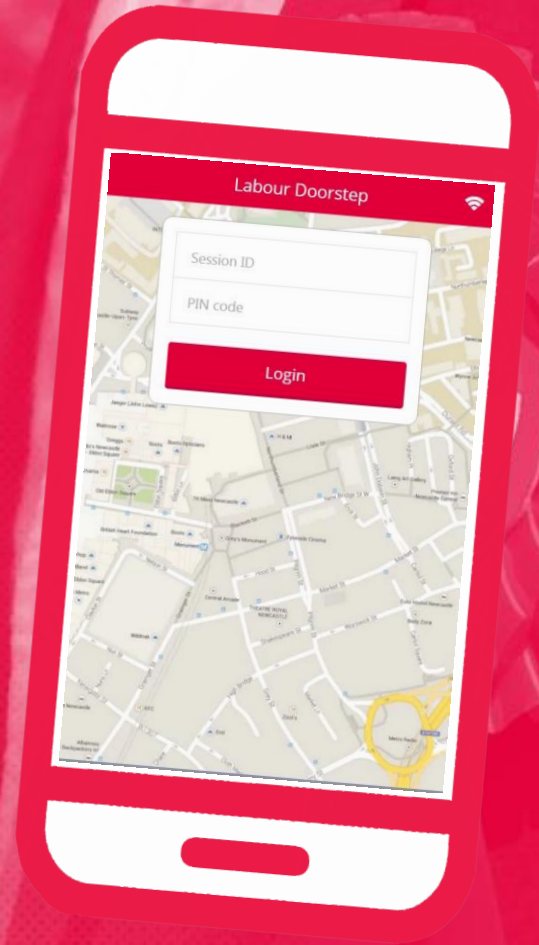
You can use the Contact Creator Doorstep App to record voter ID on your mobile phone or tablet while out on the doorstep.

You can now also use the Doorstep App in 'Boardrunner' mode on a tablet device to replace paper sheets entirely.



When the conditions are right to
use a door step
to get a copy of a Voter
ID card, you can use your
new Doorstep App
to save time entering
data, more time
talking to voters on
doorstep.

Tom Watson MP | Deputy Leader



The Doorstep **App**

Insight

Where to go: insight.labour.org.uk

- Contact metrics
- Retention rates
- Demography
- Issues mapping
- Targeting map
- Previous election results
- Policy stats



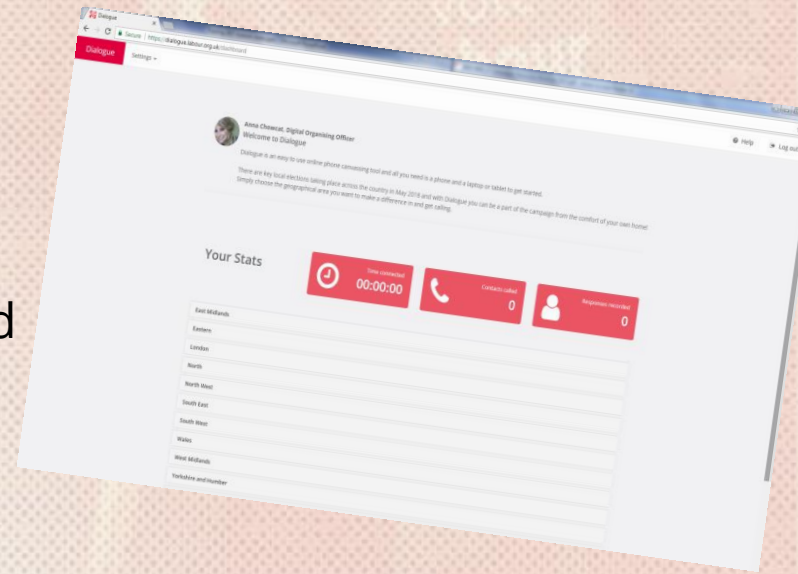


Dialogue

Where to go: 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. Dialogue 3 is coming soon!



Turnout

Where to go: turnout.labour.org.uk

Turnout is the Contact Creator Polling Day Application for use on Polling Day.

- Analyse voter turnout to help you decide where to knock up
- Print up-to-date knock-up sheets for people to take out on the street
- Update information both from telling slips collected from polling station, and/or from data gathered on the doorstep or phone.
- Coordinate a number of committee rooms over a large area if they are all connected to the internet
- We have lots of guides to help you run polling day and the count
- You can now also use the Telling App with Turnout!

[Telling.labour.org.uk](https://telling.labour.org.uk)



Delivering Labour's 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



Delivering Labour's message using print



The Labour Party offers support for all CLPs in creating high quality localised print through **Labour Connects**. You can also purchase a range of national campaign materials like posters and stickers through the party's **Campaign Shop**.

Labour Connects

Where to go: connects.labour.org.uk

Labour Connects is the Labour Party's new all-in-one portal for creating localised campaign materials. You can use Connects 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 and sending emails and text messages to large contact lists (see Delivering Labour's Message Online)

4 easy steps to ordering your print through Labour Connects

1. Log on to connects.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 Connects will immediately show you the price
4. Place your order and pay using either a standard debit or credit card, or prepaid Connects 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 Labour Connects?

Using Connects 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.

- ✓ **Cheaper print prices** – we use the national purchasing power of the Labour Party to secure a better price than if local parties were negotiating 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**

Labour Party Print Services

Where to go:

campaigns.labour.org.uk/bespokeprint

The Labour Party's Internal Print Department offers a competitively priced, high quality service on digital print and direct mail. We can either fulfil your print in-house or order from one of our national print partners.



The Campaign Shop

Where to go: 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



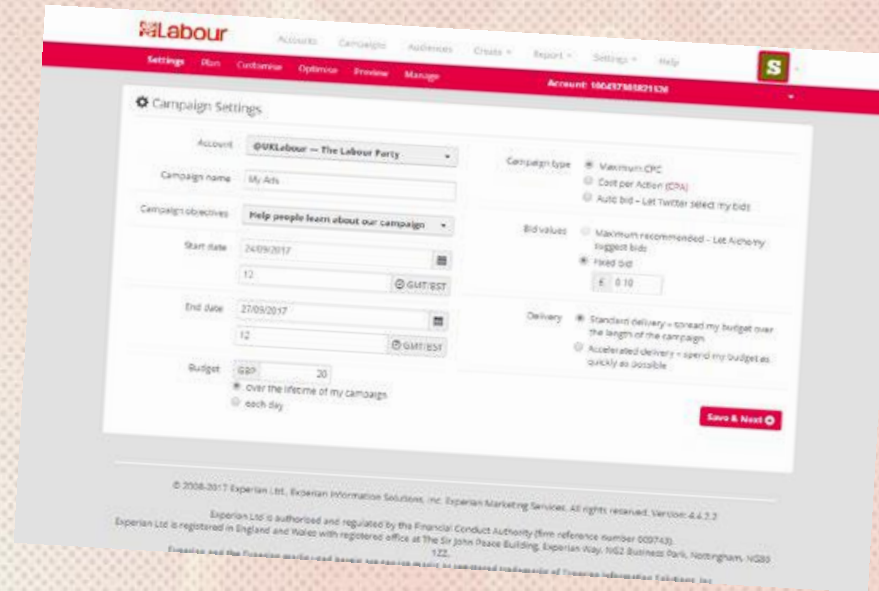
Delivering Labour's message online

Promote

Where to go: 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.



Creating a Promote Campaign

Creating a campaign in Promote is simple.

All you need to do is:

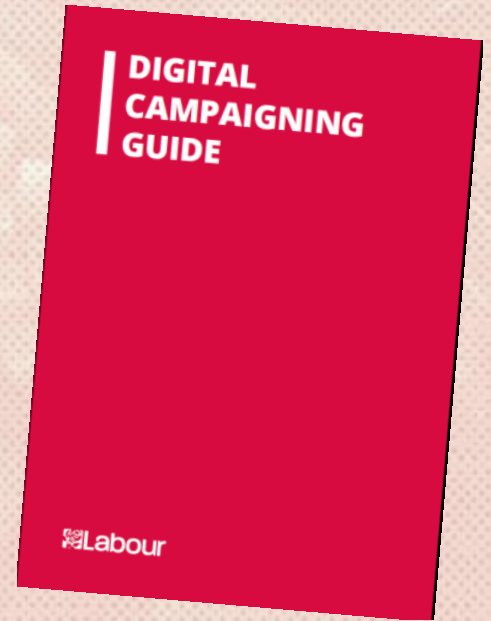
1. Export your audience from Contact Creator into Promote
2. Create your ad content – the copy, image and / or video
3. Specify how long you want your campaign to run for and the budget available
4. Launch your campaign.

You can read the full guide on setting up a Promote campaign by going to promote.labour.org.uk and clicking 'Help' in the top menu.



Campaigns to start running now

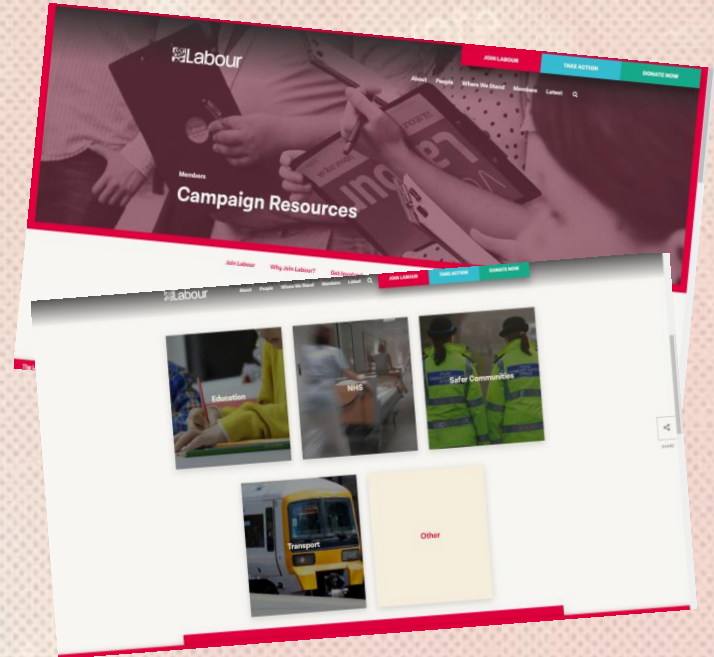
- ✓ **Like campaign** - run a campaign to get Labour voters in your constituency to like your page. The more likes you build through advertising, the larger the audience you will be able to reach with organic content going forward.
- ✓ **Issues campaigns** - run advertising to the same audience pools receiving direct mails on certain issues. You can take the message and key content from your direct mail to form the basis of your digital ad, and run over the same time period as when your direct mail is due to drop. This means your key voters will be getting the same message across multiple channels, which means they are more likely to register what you are saying.
- ✓ **Member mobilisation** - target members with content encouraging them to volunteer with the campaign.
- ✓ **Rallies** - if there are any rallies happening, you can target electors in the same postcode sector and encourage them to come along.



Labour's Campaign Hub

Where to go: labour.org.uk/members/campaignresources

The Campaign Hub is the Party's new one-stop shop for national leaflets, model copy and graphics for social media and Promote.



Engaging your membership

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.

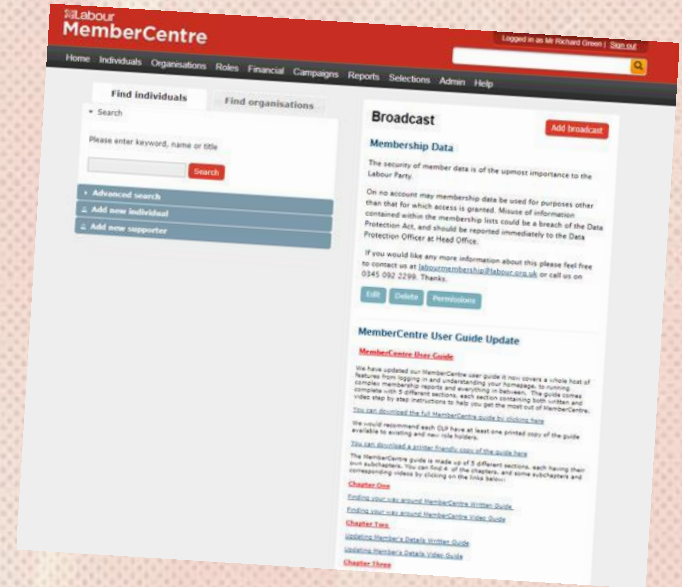


MemberCentre

Where to go: www.labourmembership.com

CLP and branch secretaries can access local membership lists via **MemberCentre**, and will receive fortnightly **Membership Action Reports** with key facts and figures about their local membership.

You can also access a range of generic and localisable membership materials through Labour Connects and the Campaign Shop.



Mobilising Your Members: Events tool

CLPs can advertise local campaign sessions using Organise

Where to go:

labourorganise.com/events



Organise

Where to go: labourorganise.com

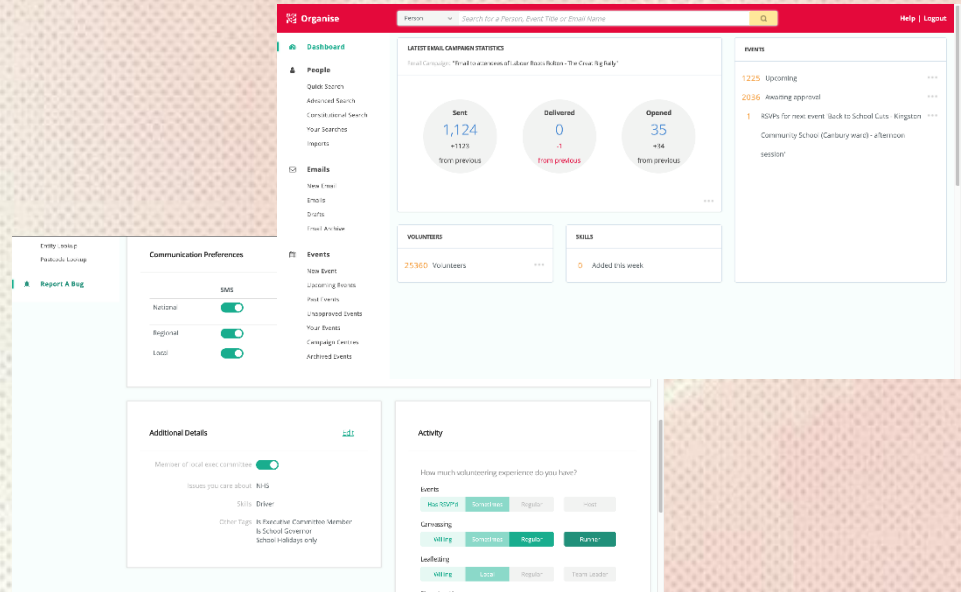
Your volunteer management platform

What is Organise?

- Email and phone tool
- Task Distribution manager
- Volunteering platform

Better mobilisation:

- Get in touch with who you need
- Share information easily
- Distribute workload
- Know what's getting done
- Improve your communications



Coming soon – Dialogue 3

Where to go: dialogue.labour.org.uk

Call members or voters
Get detailed
information stored in
Organise or Contact
Creator automatically

The screenshot displays the Dialogue 3 web interface. At the top, there's a navigation bar with 'Dialogue', 'Settings', and user options like 'Test call', 'Help', and 'Log out'. Below this is a 'My Account' section with a progress indicator showing 5 steps. The main content area features 'Campaign Stats' (Calls 00 | Target 5000 | Deadline Thursday) and a map of Islington titled 'Islington byelection! Let's elect a new MP!'. Two prominent red buttons are visible: 'Call Members & Volunteers' and 'Call Voters', both with 'Start calling' text and arrows. Below the map, there are three 'Announcements' sections, each with a 'Welcome to the new Dialogue!' message and a date of 00/00/19. The announcements describe the new calling options and provide instructions on how to use the 'Featured Campaign' to call members or voters.

Fundraising with your Members

Every CLP can set up a **CLP Donate Page** to allow local members to securely donate to them online. You can also download our **Fundraising Guide** which sets out a model fundraising plan for the year and goes into detail on how to plan effective local fundraising events.

Where to go:

To get your CLP's URL, just go to

labour.org.uk/activist-hub/governance-and-legal-hub/clp-finance/

To download the full list. If you have any questions about using your CLP's donate page, get in touch on

membershipaction@labour.org.uk



Training your members

The Training and Campaign Bulletin

The Training Team produces a weekly email bulletin listing upcoming training events and other useful information about support for your local campaign. Go to labour.org.uk/w/training-emails

Any Labour member can sign up to one of our online training webinars, which cover a range of subjects from campaign technology, planning your election campaign, legal briefings and briefings on national campaigns.

Training Resources labour.org.uk/training

E-learning Platform achieve.labour.org.uk

Achieve

Where to go: achieve.labour.org.uk
Our online learning platform

What is Achieve?

- Our platform for online learning, with purpose-built content
- Uses video, text, quizzes and more

How can it help you:

- Enthuse and train new members
- Power up activists to campaign
- Help roleholders develop skills



Useful contacts and sites to visit

Training Team - training@labour.org.uk | labour.org.uk/training | achieve.labour.org.uk

Labour Party Fundraising and Development Team - development@labour.org.uk

Legal Hotline - legal_queries@labour.org.uk | 020 77831498

Telephone: 0345 092 22 99

Option 3 | Campaign Technology | campaigntechnology@labour.org.uk
Monday – Friday 9:30am – 6:00pm

Option 3, Option 2 | The Organise Team | organise@labour.org.uk
Monday – Friday, 10am – 4pm

Option 5 | Labour Membership | labourmembership@labour.org.uk
Monday – Thursday 9am–5pm, Friday 9am–4:30pm

Thank you!