Campaigning 101
Session aim

By the end of the session we aim for you to have a clear understanding of what it means to campaign in the Labour Party and different campaigning techniques.
What we’re covering

• What is campaigning?
• Why do we campaign?
• Different campaigning techniques
• Winning elections
About you...

- Introduce yourself
- What is your constituency?
- Why did you decided to join us today?
Dictionary definition

**Campaign:** To work in an organised and active way towards a goal.
Campaigning

It is important to note that organisation by itself will not win you an election. But in a tight battle, effective constituency campaigning does make a difference as studies in the UK and across the world have shown.
Over to you...

Why do we campaign?
Why do we campaign?

- Win Elections!
- Help People
- Have Fun
- Deliver Labour’s message
- Promote the Labour Party
- Improve our communities
- Identify our supporters
- Develop our policy platform
Over to you...

Name different types of campaigning
Door Knocking

Who’s been out door knocking before?
Door Knocking

• Face to face contact with voters is extremely valuable
• It’s important that the Labour Party is visible and active within the community
• By being out and speaking to people on the doors, we have a much greater chance of picking up on issues that local people care about
• Whilst on the doorstep we are also able to pick up voter ID information
Community Campaigning

- It’s important that we’re out listening to our communities and building relationships with them.
- Door knocking, organising local events and running community campaigns are brilliant ways to campaign locally.
Phone canvassing

• Similar to door knocking, but voter contact is over the phone instead of on the doorstep

• Use the Party’s new tool, Dialogue: www.dialogue.labour.org.uk
Leafleting

- Leaflets are produced centrally by the CLP or by the national/regional party

- They’re an effective way of delivering the Labour Party’s key messages to a large group of voters, or to target groups of voters

- The time to grab the reader’s attention is short. Sometimes leaflets are delivered door to door and other times we use a more targeted approach
Digital Campaigning

- Digital Campaigning involves using social media such as Facebook, Twitter and Instagram to deliver Labour’s key messages.

- This can be done by paying for advertising through promote or though people sharing posts organically.

- Digital campaigning may include videos and photos.
High Visibility Campaigning

• High visibility campaigning is a fantastic way to be visible in the community, speak to large amounts of people, is great fun and can make an excellent local news story
• Street stalls, which often involve setting up a table with lots of leaflets, petitions and a loud speaker can be a great way of campaigning
• Rallies, which often is centre around a campaign issue or a high profile speaker, can be useful too
Media

• Working with the media can be an effective campaign tool and involves writing press releases, inviting local media to other campaigning events and getting local politicians and campaigns on local TV and Radio Networks
Task

Each group to discuss the benefits of the campaign technique given and present back to the rest of the group on why their technique is the most important.
A good campaign will include all of these techniques (and more)...

• Integration of all of these techniques is key
• All of these Labour techniques help us communicate our message to those communities that we seek to represent
• They need to be targeted at the right electors in the right areas at the right time
• None of them will happen without good organisation
And helps us achieve...

- Election success across the county
- Build our movement
- Change and action on the issues that matter to those communities that we seek to represent
Labour will put people before privilege

Be part of our National Campaign Day on Saturday
28 September

Sign up to volunteer at your nearest event – http://events.labour.org.uk

FOR THE MANY NOT THE FEW
Resources available to you...

• Regional Office
• Campaign Technology Platforms
• Training
• Guides and Resource Brochures
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