

Engagement and Retention in your CLP

Aim of the session

To help you ensure that your members are welcomed, engaged, and inspired to become activists, renew their membership and get Labour representatives elected at all levels of government.

Learning objectives

By the end of this session you will be able to:

1. Define what makes a successful CLP.
2. Identify methods and techniques for engaging and inspiring members.
3. Recognise the importance of retention activity.

What makes a successful CLP?

The membership journey



Supporter to member

- Opportunities for exposure
- Promoting membership
- Outlining the membership journey – routes of progression
- Friendly and approachable



New members

- Communicate with your new members.
- Hold social and training events regularly.
- Explain how your CLP works.
- Outline where new members fit in – what is next for them?



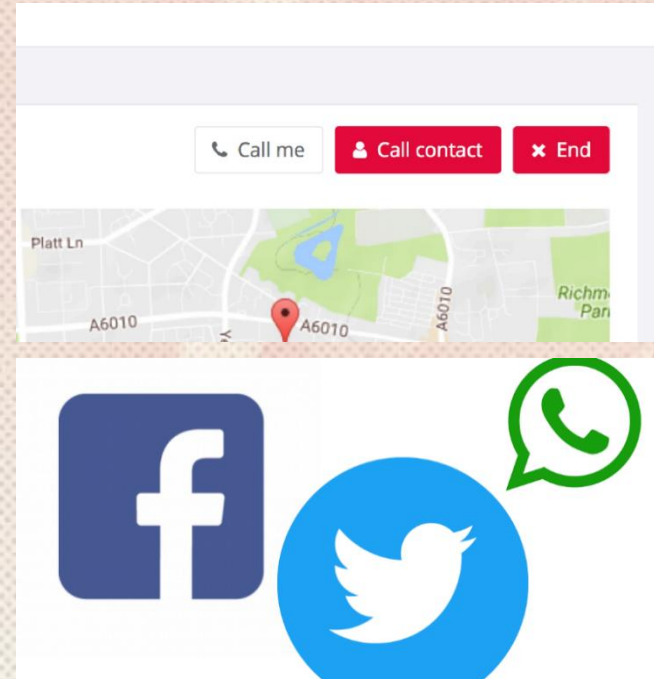
Using Organise to welcome new members

- Use the new member search, or email individual feature
- Organise comes pre-loaded with email templates – use the ‘new member’ template as a starting point
- Invite them to an upcoming event

The screenshot displays the 'Organise' web interface. At the top, there is a red header with the 'Organise' logo and a 'Draft' status indicator. Below the header, a 'Select a Template' section is visible, with 'Exit' and 'Next' buttons on the right. The main content area is divided into three columns: 'BASIC TEMPLATES', 'FEATURED TEMPLATES', and 'YOUR SAVED TEMPLATES'. The 'FEATURED TEMPLATES' column is highlighted with a green border and contains a 'New Member' template. Below the templates, a sidebar is visible with the text 'Here's how you can start getting involved straight away.' and a green bar with icons for edit, copy, and delete. The sidebar also contains the text 'Add an event' and 'Click edit and add your event using the sidebar'.

Mobilisation

- Grasping the bigger picture.
- Inspiring your members.
- Using technology.



Using Organise for member mobilisation

- Don't bombard people, personalise your communications
- Know your target audience – segment by making use of volunteering preferences
- Hold phonebanking sessions to conduct a skills audit

The screenshot displays a user profile in the Organise app. The 'Additional Details' section is highlighted with a red box and includes:

- Member of local exec committee:
- Issues you care about: NHS
- Skills: Willing to display poster
- Other Tags: Works for Labour Party

The 'Activity' section below shows various volunteering preferences:

- Has RSVP'd: Sometimes
- Canvassing: Willing, Sometimes, Regular, Runner
- Leafletting: Willing, Local, Regular, Team Leader
- Phonebanking: Willing, Voter ID, Regular, Host

The 'What is your availability?' section features a table with columns for Morning, Afternoon, and Evening, and rows for each day of the week. Availability is indicated by green toggle switches.

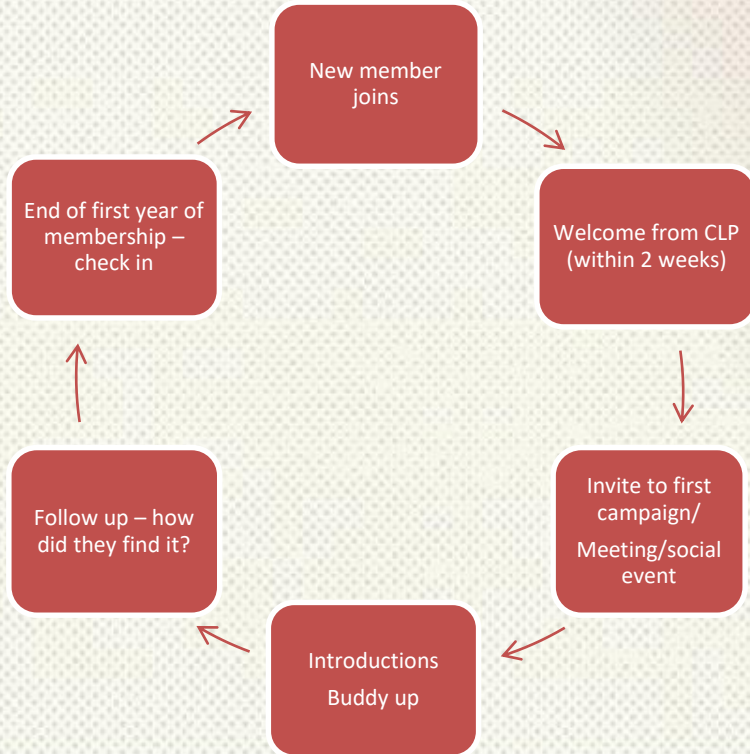
| | Morning | Afternoon | Evening |
|-----------|--------------------------|-------------------------------------|-------------------------------------|
| Monday | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Tuesday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Wednesday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Thursday | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Friday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Saturday | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Sunday | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

Retention

- Ask early- before they go into arrears
- Have the conversation
- Hold regular events so people feel engaged
- Direct Debits are easier, safer and saves the party money!



New members – retention starts at day 1



- The welcome is just the start
- Maintain contact
- Members who stay after their first year are likely to go on to become long term, active members

First year renewers

- Members are most likely to let their membership lapse at this point

So you should....

- Check in
- Ask for feedback
- Let them know what is coming up in the next year
- Haven't got involved just yet? Find out why

Members in arrears

- Local contact is vital
- May not realise their membership is coming to an end
- Only way to participate fully is as a full member



Lapsed and resigned members

Lapsed

- Lapses after 6 months in arrears
- A member might not realise they've lapsed!
- Get in touch to find out why
- Remind them they can always come back!

Resigned

- Get in touch to find out why
- Use your local knowledge and judgement
- Local/national issue? The best way to have their voice heard is to continue as a member
- They can rejoin

Journeys

- Welcome journeys
 - Tailoring our communications according to members' interests
 - Not one size fits all
 - Surveys, RSVPs, activity are all ways of knowing our members better
- Arrears journey
 - Targeted communications at key points
 - Increasing sense of urgency

Arrears journey

Reminder email

email

email

email

email

email

48 hrs email

Pre-arrears

1 month

2 months

3 months

4 months

5 months

Lapsed

letter

letter

letter

Final reminder letter

phone

phone

Arrears emails

Dear Christy,

Our records show that your membership needs renewing this week. If you don't renew, your membership will expire.

[Renew my membership now](#)

With you on our side, we are stronger for this fight against the Tories. It is only through the strength of our membership that we have been able to form governments, stand up for communities and achieve major social and political reforms.

By working together we can win power again and deliver the real change our country is crying out for. **Will you renew your membership and help make this a reality?**

[Yes - renew my membership \(it just takes two minutes\)](#)

Thanks for your ongoing support.

The Labour Party

PS - Your membership number is on your membership card - using this will make renewing even quicker.

What makes a good email?

- Why does this email work?
- What are the important things it gets across?

Task: features of a good renewal email

- Why should they stay?
- What exciting things are happening in your CLP?
- How would you 'sell' your CLP?
- Why is it important that they stay on board?
- At what point would you send it?

Using Organise for member retention

- Comes pre-loaded with email templates to contact members at key stages of their membership
- Build tailored searches based on membership status to help you target the right people
- Includes button with a link directly to the renewal page

The screenshot displays the 'Organise Beta' interface. At the top, there is a 'Membership status' dropdown menu with the option 'Search by Membership status'. Below this is a 'Select specific membership statuses' dropdown menu with 'In Arrears' selected. A green 'Search' button is located at the bottom right of this menu. The main content area is titled 'Select a Template' and shows a grid of email templates under the heading 'BASIC TEMPLATES'. The templates are:

- New Template**: This template is waiting for a description copy.
- New Member**: Welcome your new members and help them find out how to get involved.
- Constitutional Email**: Only use this template if you wish to communicate with everyone, things such as AGMs and selection meetings etc.
- In Arrears**: Remind your members in arrears that they need to take immediate action to stay a member of the party. (This template is highlighted with a green border in the image.)
- Resigned**: Let those who have resigned know that you wish to discuss it further.
- Lapsed**: Contact your recent members to find out why they no longer wish to be a member.

Arrears email template

The screenshot shows a web-based email template editor. At the top, there is a red navigation bar with 'Organise' and 'Help' links. Below this is a white header area with 'Design the email content' and a 'Draft' status indicator. On the right side of the header, there are three buttons: 'Back to templates', 'Save as template', 'Preview', and 'Save and exit'. The main editing area is split into two columns. The left column contains a 'Design palette' with instructions: 'Drag & drop new elements into your email or double click to add it to the bottom of the template. Once a block is in the template you can move its position up and down using the arrows at the top-left of the block.' The palette includes icons for Text, Divider, Image, Button, Video, and Event. The right column shows the email content being edited. It starts with a placeholder '[[recipient_first_name]]'. The main text reads: 'I wanted to get in touch to remind you that your membership is currently in arrears and is at risk of coming to an end unless you take action to renew. This means you can't influence our internal democracy through selections, and to have a real, positive role in our party as we share our vision for a Labour Government. So will you renew today?'. Below this is a button with the text 'Yes, I want to renew my Labour Party membership'. Further down, there is more text: 'We've achieved so much over the last year, and we couldn't have done it without the support and dedication of every single member. That's why we're asking you to stay on board. It only takes two minutes to renew your membership. This is our Labour Party, so make sure you don't lose your opportunity to make your thoughts and ideas heard.' This is followed by placeholders '[[my_name]]' and '[[my_role]]'. At the bottom of the editor, the Labour Party logo and the word 'labour' are visible.

Share your success

We are going to ask you now to separate into four groups, looking at:

1. How you have engaged supporters in your CLP and how you've encouraged them to become members.
2. How to welcome and engage new members.
3. How to retain members and keep them on board.
4. How to turn members into activists.



Organise



Organise

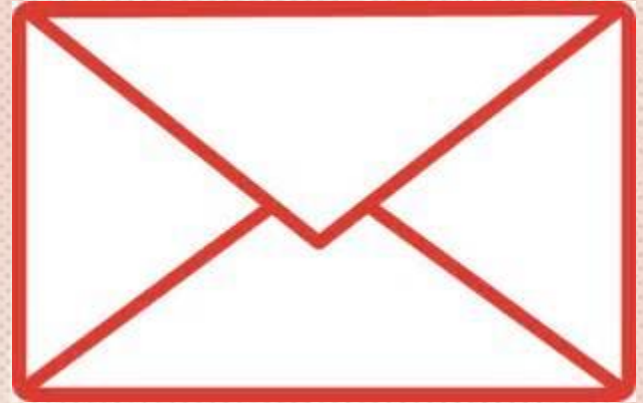
The Labour Party's volunteer-management and communications tool:

- Provide campaign organisers with an integrated set of tools for building activity locally.
- Designed exclusively with Labour local organising in mind.
- Includes an easy to use email tool and simply modern interface, helping you spend more of your time campaigning.

Let us know how you're getting on, or if you have any queries on Organise, by emailing organise@labour.org.uk or by calling the Organise Team on 0345 092 2299.

Membership Action Report (MAR)

- Outlines new members, first year renewals and members in arrears.
- Allows for targeted local party contact.
- Use it to make contact and have conversations.



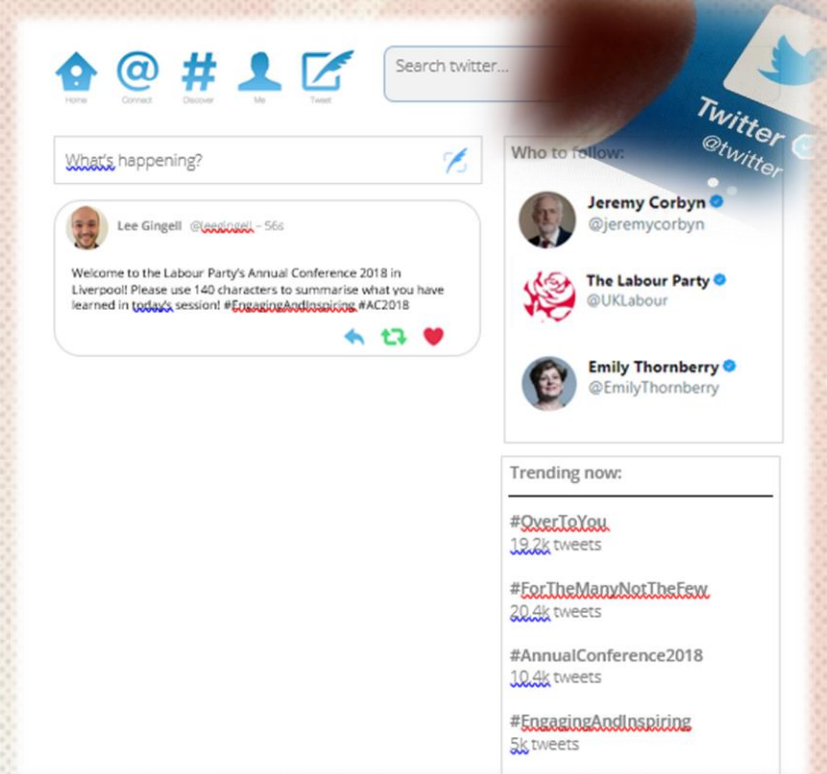
What are other CLPs doing well?

- Visiting new members to introduce themselves, and conduct a short questionnaire to find out how new members are interested in getting involved - **Broxtowe CLP**
- Holding new member events, carrying out survey and skills audit for new members and holding phone bank to call new members - **Bexhill and Battle CLP**
- Labour Neighbours scheme, connecting nearby members with each other to help overcome the challenges that come with a more rural CLP - **Tiverton & Honiton CLP**
- Creating a member engagement group to hold phonebanking sessions for first year renewers - **West Dorset CLP**

#overtoyou

1. Summarise what you have learned during today's session, or
2. Something you're going to start doing when you return from Brighton.

Once you've got something down, pin it up to our make-shift Twitter Feed!



In summary

- There are different methods to engage and inspire your members at every stage of the 'membership journey'.
- Use the tools and platforms provided by the Labour Party to help you engage, communicate and mobilise your members and supporters.
- Members who are engaged and inspired are much more likely to become activists or elected representatives – preparing us for the next General Election!

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

TRAINING