



Planning your Print Campaign

Andrew Taylor | Luke Place
 e: campaigntechnology@labour.org.uk t: 0345 092 22 99



FOR THE MANY NOT THE FEW

What we're covering

- The benefits of planning your print
- Your year long print plan
- Managing the process
- Labour Connects and the Labour Party Print Service

Print Plans are Good

- Biggest area of spend
- Big logistical challenge
- What are the key deadlines?
- How much money do you need?
- Repeated contact

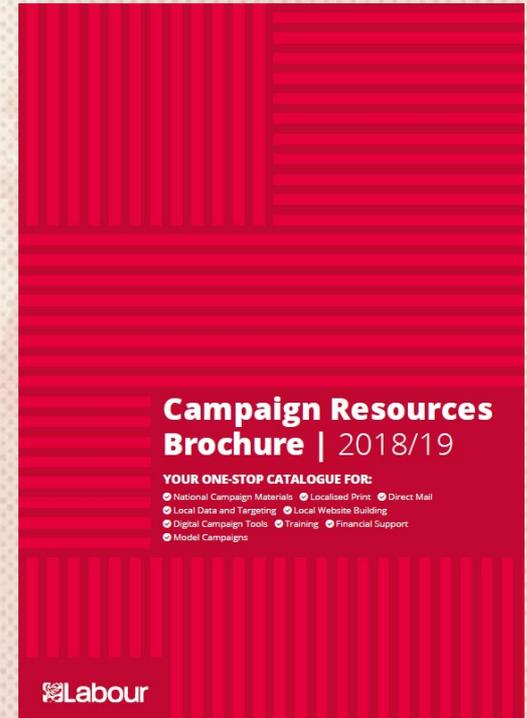
Print Plans are Good

- ... for reaching undecided voters
- ... for cut-through & longevity
- ... for supporting conversations on the doorstep
- ... as part of an integrated campaign

Your Year Long Print Plan

Your Strategic Objectives

- Marginal Wards
- Strong Labour Wards
- Future Prospect Wards



October - December

Marginal Wards

Strong Labour Wards

Future Prospect Wards

Contact me
Darren Price
01273 821212
@darrenprice

We're supporting Darren Price
Cllr Charlotte Adams
Cllr Mark Brindall
Cllr Patsy Cummings

LEEK EAST BY-ELECTION
Thursday 26th July

Tell Darren what you think
Another way to get in touch with Darren is to fill in the survey on my website.

Vote DARREN PRICE
Darren is a hard worker and a great leader. He has been in Leek East for 10 years and has made a real difference to the ward. He is a great listener and will always be there to help you. Vote Darren Price for Leek East.

My local and have the right kind of jobs, experience and good education. If elected I will continue to fight for the best of our ward. I will continue to work for the best of our ward and the best of our community. I will continue to work for the best of our ward and the best of our community. I will continue to work for the best of our ward and the best of our community.

Vote Labour

Emma Morley
Your Community Champion
Save Jasmine Park
Thursday 26th July

SAVE OUR LOCAL PARK!

Let's make Jasmine Park a place for local families again!

Elect Emma Morley on August 24th

Vote Labour

Fraserburgh Labour - Working for You

Vote Kenneth Watt

If elected with your vote:

ScottishLabour Together We're Stronger

Your Labour Team was in your street today

Vote Labour

Emma Morley - Your Community Champion

Vote Labour

Croydon Labour was in your area today

Vote Patsy Cummings

Vote: Scottish Labour Delivering for Croydon

Short campaign

Marginal Wards

I WANT TO HEAR FROM YOU

- ✓ I am a resident of the ward
- ✓ I am aged 18 or over
- ✓ I am registered on the electoral roll
- ✓ I am not a prisoner
- ✓ I am not a member of the armed forces
- ✓ I am not a member of the diplomatic service
- ✓ I am not a member of the Royal Household
- ✓ I am not a member of the Royal Family
- ✓ I am not a member of the Royal Navy, Royal Air Force or Royal Marines
- ✓ I am not a member of the Royal Canadian Mounted Police
- ✓ I am not a member of the Royal Canadian Mounted Police
- ✓ I am not a member of the Royal Canadian Mounted Police

Vote Labour Thursday 8 June

Labour

A Strong Voice, Standing Up for Slough

Tan Dhesi

Vote Labour Thursday 8 June

Labour Rose

Constituency name *Amer natior Odipis ercium*

SEASON YEAR edition - Delivered free of charge to your area

HEADLINE OF TEN WORDS OR LESS FOR MAIN STORY

Don't forget! Polling day is Thursday 8 June

Alex Norris is the local choice

Vote Alex Norris on Thursday 8 June

June 5 6 7 8

Labour Thursday 8 June Polls are open from 10pm

Strong Labour Wards

Jo Platt was in your local area today

My pledges to you

- 1 Young People
- 2 Low Pay, Low Skilled jobs
- 3 Health & Social Care
- 4 Home Opportunities

Vote Labour Thursday 8 June

Andrew Gwynne

FOR THE MANY NOT THE FEW

Andrew Gwynne

Proof

Resident

Your vote will make a real difference for your family

Vote Labour Thursday 8 June

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Future Prospect Wards

Chris Emme

Vote Labour on THURSDAY

PROOF

Resident

Only Labour will stand up for Slough

Vote Labour Thursday 8 June

PROOF

Your Labour Team was in your area today

Re elect

Firstname-Surname-Double Firstname-Surname-Double

Vote Labour Thursday 8 June

ur Rose

Headline of ten words or less for main story

Headline 2 goes here

Labour & Liafur

Strapline for local area here seven words

Polling Day

Marginal Wards

Good morning
Today is polling day
Your vote today will make a difference

Vote Labour Today! Polls are open 7am to 10pm

THIS ELECTION IS A TWO HORSE RACE

It's a straight fight between Labour and the Tories. Don't risk staying at home and not voting today or Theresa May will win.

Vote Labour Thursday 8th June 2017 Polls are open 7am to 10pm

Time is running out to vote!

Don't miss your chance to vote for Labour's Lorraine Parker

Polls close at 10pm
Don't miss your chance to vote

Vote Labour Today! Polls are open 7am to 10pm

Strong Labour Wards

Alex Norris is fighting for our community
Remember to vote for Alex today!

Alex's pledges to you:

- Fight the Government's unfair school
- Prioritise tackling unemployment
- Focus on Early Intervention
- Work for proper NHS funding
- Work to secure the best deal from Brexit

Vote Labour and Campaign Vote Today, Thursday June 8th!

Polls are open 7am to 10pm

Month	Marginal Wards	Strong Labour Wards	Future Prospect Wards
October - December	<ul style="list-style-type: none"> ➤ Ward-specific introductory leaflets 	<ul style="list-style-type: none"> ➤ Ward-specific introductory leaflets 	<ul style="list-style-type: none"> ➤ Targeted ward specific introductory leaflet OR introductory street stall leaflet
January - March	<ul style="list-style-type: none"> ➤ Authority-wide Team Labour Newsletter ➤ Targeted postal vote registration DM 	<ul style="list-style-type: none"> ➤ Authority-wide Team Labour newsletter 	<ul style="list-style-type: none"> ➤ Limited authority-wide team Labour Newsletter based on capacity
Short campaign	<ul style="list-style-type: none"> ➤ Ward Election Addresses ➤ 2nd targeted leaflet or hand delivered direct mail ➤ Get out the postal vote (GOTPV) ➤ As much posted direct mail as possible 	<ul style="list-style-type: none"> ➤ Ward Election Addresses ➤ GOTPV 	<ul style="list-style-type: none"> ➤ Limited Ward Election Address ➤ Limited GOTPV
Polling day	<ul style="list-style-type: none"> ➤ Good morning GOTV card ➤ Daytime GOTV card 	<ul style="list-style-type: none"> ➤ Single polling day card 	<ul style="list-style-type: none"> ➤ None

	Item 1	Item 2	Item 3
Sep	Take basic candidate photos & write introductory stories		
Oct	Delivery		
Nov	Delivery	Copy & photos	
Dec		Sign off & print	
Jan		Delivery	Find endorsers
Feb		Delivery	Copy & photos
Mar			Leaflets signed off
Apr			Delivery

Example Campaign Budget

£3,000 CLP campaign budget

Item	Quantity	Cost
DL Calling Card	10,000	£208
Vote Labour Stickers	5 rolls	£20
Autumn Newsletter A4 2pp	30,000	£768
Spring Newsletter A4 2pp	30,000	£768
Summer Tabloid	30,000	£908
Targeted DM about local issue	5 x 2000	£110
Local Promote Spending		£500
Total Spending		£3,282

General Election Print Plan

Plan your print over the 6 weeks

- When do you need items?
- When does the Candidate Freepost Drop?
- How much does everything cost?
- What are the deadlines?

General Election Budget – Part 1

Item	Quantity	Cost	Week
Member Mailing (to be spent pre short campaign starting)	1,000	£ 500	0
A4 Personalised Poster	500	£36	Week 1-6
A3 Personalised Poster	500	£48	Week 1-6
Candidate Name Stickers	Stickers 5 rolls	£66	Week 1-6
Calling Card A5	20,000	£280	Week 1-6
A2 Correx Boards	100	£360	Week 1-6
A4 Newsletter	40,000	£1,040	Week 1-2
Candidate Freepost Drop 1 (A5 4PP)	34,000	£1,224	Week 3

General Election Budget – Part 2

Hand Delivered GOTV (DM Letter of Self Mailer)	6,000	£660	Week 3
Additional Hand Delivered DM	15,000	£1,650	Week 4
Candidate Freepost Drop 2 (A5 6PP)	34,000	£1,292	Week 5
Polling Day Good Morning	15,000	£315	Week 6
Polling Day DL	12,000	£216	Week 6
Polling Day Evening DL	8,000	£144	Week 6
Total Print Spending		£7,331	
Other Costs (office, organiser, meetings etc.)		£3,000	
Promote		£1,000	
Reserve		£1,000	
Total Spending		£12,831	

£1,500 Print Plan

Product	Brochure (inc VAT)	N	Calculator
Unaddressed Freepost A5 4pp	£38.00	40,000	£1,520.00
Posters A4	£7.20	500	£33.00
Calling Card DL	£22.00	10,000	£22.00
TOTAL			£1,575.00

£4,000 Print Plan

Product	Brochure (inc VAT)	N	Calculator
Addressed Freepost Wave 1	£40.00	38,000	£1,520.00
Addressed Freepost Wave 2	£40.00	32,000	£1,280.00
Posters A4	£7.20	500	£33.00
Calling Cards DL	£22.00	10,000	£220.00
Tabloid 4pp	na	30,000	£908.00
Polling Day Card Long Format	£21.00	10,000	£210.00
TOTAL			£4,171.00

£6,000 Print Plan

Product	Brochure (inc VAT)	N	Calculator
Addressed Freepost Wave 1	£40.00	38,000	£1,520.00
Addressed Freepost Wave 2	£40.00	32,000	£1,280.00
Posters A4	£7.20	500	£33.00
Correx Boards	£3.60	100	£225.60
Calling Cards DL	£22.00	10,000	£220.00
Calling Cards A5	£28.00	10,000	£280.00
Tabloid 4pp	na	40,000	£1,053.00
GOTPV Self Mailer	£0.101	5,000	£505.00
GOTV DL	£18.00	20,000	£360.00
Polling Day Card Long Format	£21.00	10,000	£210.00
Polling Day Card DL	£18.00	20,000	£360.00
TOTAL			£6,046.60

£9,000 Print Plan

Product	Brochure (inc VAT)	N	Calculator
Addressed Freepost Wave 1	£40.00	38,000	£1,520.00
Addressed Freepost Wave 3	£40.00	32,000	£1,280.00
Posters A4	£7.20	500	£33.00
Correx Boards	£3.60	100	£225.60
Calling Cards A5	£28.00	20,000	£560.00
Tabloid 4pp	na	30,000	£908.00
Polling Day Card Long Format	£21.00	10,000	£210.00
Polling Day Card DL	£18.00	20,000	£360.00
1pp letter in DL envelope	£409.00	10,000	£4,090.00
TOTAL			£9,146.60

Remember

- Allows allow money in your budget for
 - Office costs and salary (Up to £3,000)
 - Digital Advertising (£1,000)
 - Reserve (at least £500)

Managing Your Print

Managing Your Print

1. Decide your stories
2. Copy writing
3. Photos
4. Design
5. Proofing
6. Sign off
7. Production
8. Delivery

Decide your Stories

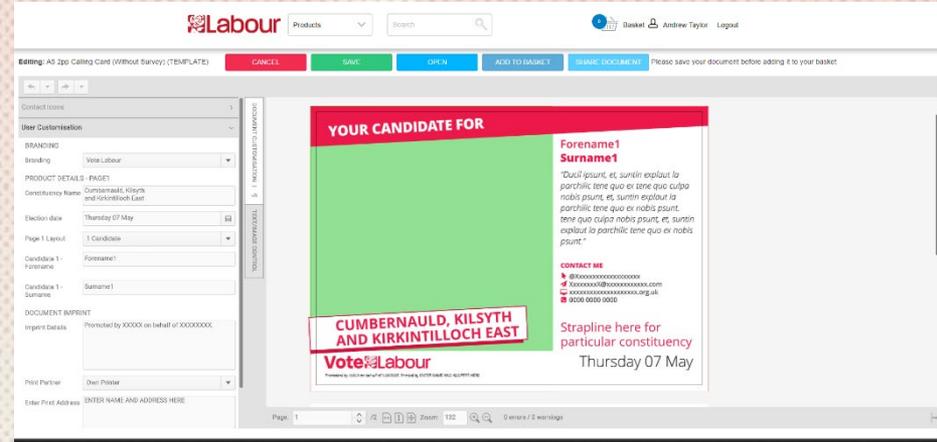
- Year round campaigning allows you to find out about local issues
- Don't offer a blank canvass to candidates – have an idea of the stories that are relevant
- Who are your stakeholders?
 - Geographical spread
 - Candidates/Labour representatives
 - Demography
 - Key issues

Copy and Photos

- Story subjects
- Word limits
- Mostly covered in our creating good leaflets and direct mail session in our Webinar library.

Design

- Use Labour Connects
- Template InDesign files



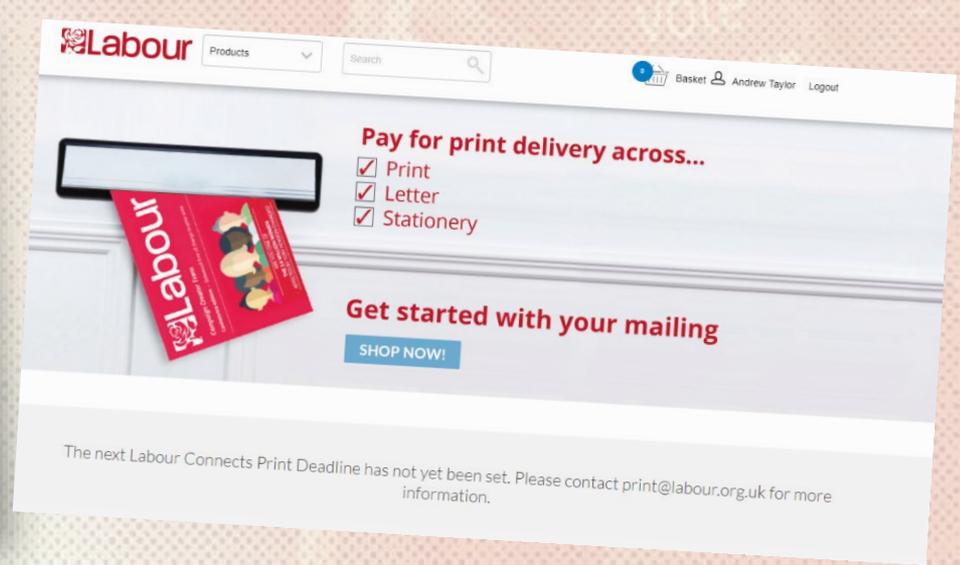
Proofing

- Print out your copy
- One word at a time
- Fix your eye on every individual word
- More than once
- Read aloud
- Independent eyes

Sign off

- One person must have final say
- Who are the other key stakeholders?
 - MP
 - Group leader
 - Councillors & candidates

Production



Delivery

- Set up road groups
- Cover Sheets and Control Sheets
- Make sure volunteers know about delivery deadlines
- Try to build up a delivery network with volunteers delivering the same area for each leaflet

Control sheet report

WPC: ELTHAM
ward: ELTHAM SOUTH

Electors (in selection): 9,423

Properties (in selection): 5,066

<u>road group</u>	<u>Total Electorate</u>		<u>In selection</u>		<u>Activity/delivery</u>				
	<u>electors</u>	<u>properties</u>	<u>electors</u>	<u>properties</u>					
ES1 - Court Road Area	416	207	414	206					
ES1 - Eltham High Street Area	354	219	354	219					
ES1 - Middle Park Avenue and Tarnwo	418	271	415	271					
ES2 - Bexley Road and Oakways	356	188	354	188					
ES2 - Footscray, Inca and Starbuck	429	254	421	250					
ES2 - North Park Area	431	280	426	278					
ES2 - Southend Crescent Area	535	310	533	309					
ES3 - Crown Woods Way and Rennetts	674	310	670	309					
ES3 - Riefield to Fairoaks	603	262	601	261					
ES4 - Alderwood and Anstridge	509	337	506	335					
ES4 - Avery Hill Road and Bexley Road	652	291	651	291					
ES4 - Restons Crescent	641	324	634	323					
ES4 & ES5 - South of Ansteridge Estat	461	218	457	216					

Item	Ward	Artwork	Text	Photos	Signed off	Printed	S/S	N	Print DL	Delivering	Delivery DL	Delivered
Election Address	Bevois	y	y	y	y	y	y	5000	4th	y	28th	y
	Coxford	y	y	y	y	y	y	5000	4th	y	28th	y
	Freemantle	y	y	y	y	y	y	5000	8th	y	5th May	y
	Millbrook	y	y	y	y	y	y	5000	2nd	y	11th	y
	Portswood	y	y	y	y	y	y	5000	8th	y	5th May	y
	Redbridge	y	y	y	y	y	y	5000	4th	y	28th	y
	Shirley	y	y	y	y	y	y	5000	2nd	y	11th	y
	TOTAL							35000				
GOTPV DM	Bevois	y	y	y	y	y	y	151	4th	y	13th	y
	Coxford	y	y	y	y	y	y	209	4th	y	13th	y
	Freemantle	y	y	y	y	y	y	98	4th	y	13th	y
	Millbrook	y	y	y	y	y	y	349	4th	y	13th	y
	Redbridge	y	y	y	y	y	y	156	4th	y	13th	y
	Shirley	y	y	y	y	y	y	301	4th	y	13th	y
	TOTAL							1264				
Endorser leaflet	Millbrook	y	y	y	y	y	y	4000	8th	y	21st	y
	Shirley	y	y	y	y	y	y	4000	8th	y	21st	y
DM 1	Bevois	y	y	y	y	y	y	122	8th	y	18th	y
	Coxford	y	y	y	y	y	y	187	8th	y	18th	y
	Millbrook	y	y	y	y	y	y	294	8th	y	18th	y
	Redbridge	y	y	y	y	y	y	228	8th	y	18th	y
	Shirley	y	y	y	y	y	y	257	8th	y	18th	y
	TOTAL							1088				
DM 2	Bevois	y	y	y	y	y	y	172	11th	y	30th	y
	Coxford	y	y	y	y	y	y	0	11th	y	30th	y
	Millbrook	y	y	y	y	y	y	882	11th	y	30th	y
	Redbridge	y	y	y	y	y	y	78	11th	y	30th	y

Summary

- **Get a plan** and budget in place early
- **Target resources** where they will do the most good
- **Use Labour Connects** to get the best deals and streamline the process

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