

Why we knock on doors

What we will cover

In this session we will look at:

- ✓ The reasons we door knock
- ✓ Canvassing or Voter ID
- ✓ The value of door knocking
- ✓ Your experience
- ✓ Tips to improve your experience
- ✓ Why do we have a script
- ✓ Who do we target
- ✓ How it door knocking works





Who has been door knocking before ?

So why do we knock on people's doors?



To win elections

Speaking to someone from the Labour Party reminds voters there's an election and makes them more likely to turn out and vote Labour, which makes it more likely we win!



To help people

In speaking to residents we pick up individual items of casework that our councillors and MPs can help with.

To have fun

Meeting up with other activists from a wide area can be really rewarding – as is the cuppa or pint afterwards!



To deliver Labour's message

We can tell voters about Labour's values and policies and the work of our elected representatives.



To promote the Labour Party

While knocking on doors, we can give voters our leaflets and letters, or encourage them to join Labour and get involved

To improve our communities

When campaigning we can pick up community issues to campaign on, and ask people to sign our petitions or attend public meetings in support of local campaigns.



To develop our policy platform
Voters give us their views and ideas on the issues of the day that we can feed back to local and national leaders.



To identify our supporters
We ask people how they might vote so we know who our supporters are then send them targeted material and remind them to vote on election day

Canvassing or Voter ID?

The terms door knocking, canvassing and voter ID are often used interchangeably.

Canvassing can mean lots of things:

- Questioning someone to find out their opinion
- Proposing an idea or plan for discussion
- Trying to gain general support
- Trying to gain votes

It can also refer to issues based campaigning and roving surgeries.

Voter ID refers specifically to the process of gathering voting intentions either on the doorstep or on the telephone.

The value of door knocking

- We can identify Labour supporters so that we can **get out the vote** effectively (GOTV)
- We can **target** different types of electors with specific messages through direct mail & leaflets.
- We can **identify** key people for the candidate(s) to speak to such as undecided and swing voters.



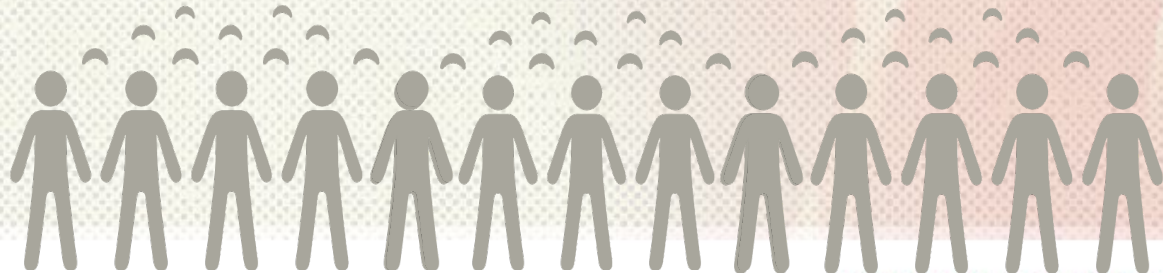
The value of canvassing

In addition, canvassing is important as:

- It demonstrates that we are **active** and seeking local opinions in local communities.
- It shows we are aiming to represent them better - **We're Labour Party!**
- We can **talk about** and **identify** key local campaigns & issues and which ones are important to electors.
- We can talk about Labour's **achievements** for their local community
- To make them more likely to vote for us. People are more likely to **vote for candidates/a party they've spoken to.**

Our biggest asset

Our membership is our biggest asset. It's our biggest advantage, but it's only an advantage if our members are all contributing towards Labour Party campaigns both during elections and throughout the year.



**Tell me a little bit
about your experience
on the doorstep?**



A few tips to improve your conversations

- ✓ Please be aware that many voters will judge you on your appearance
- ✓ When asking questions, introduce yourself & ask the voter's name
- ✓ This a **start** of a conversation with a potential Labour voter – we will follow up with further communications
- ✓ Don't say "the last time you told us..." or "we have you down as..."
- ✓ Remind canvassers not to get into

long conversations, especially with those unlikely to vote Labour any way!



A few tips to improve your conversations

- ✓ Think about how many conversations you can have within a two hour period
- ✓ Rescue campaigners AND the candidate/s if they are delayed at a particular door
- ✓ If the data we collect is not accurate then our targeting will be compromised
- ✓ Stick to the script and use neutral language
- ✓ Ask the issues (or other local) questions first – this can help build rapport and look less ‘transactional’
- ✓ Ask the voter ID questions last
- ✓ Write down the answers you are given on a clipboard



Why do we have a script?

- Frame conversation
- Questions are tested
- Prevents leading questions
- Standard responses are recorded
- Targeted questions for different elections
- Easier for people to get involved



Voter ID script

GO!

Start here

Hello, could I speak to [electors name]?

Hello, my name is XXXXXXXX and I'm calling on behalf of your local Labour candidate. Would you mind if I asked you a few quick questions - it won't take long?

NO

Thank you for your time. Would I be right in presuming that you do not support Labour? **(Record A in Q1)**

NATIONAL QUESTIONS

YES

Q1: If there were a general election tomorrow, which political party would you support? (Record party code)

Q2: Think back to the last General Election. Which party did you vote for? (Record party code)

If Q1 is Labour or Tory

If Q1 is not Labour or Tory

Q3: Would you prefer a Labour Government to a Conservative Government? (Labour = Y Tory = N)

OTHER QUESTIONS

Q4: There are local elections for XXXXXXXXXX on XX XXXXXXXXXX this year. Which party will you support in those elections? (Record party code)

Q5: Which is the most important national issue to you? (Record a note of issue on sheet - and prompt the elector for a national concern if they mention a local issue)

LOCAL CAMPAIGN QUESTIONS:

You can now ask one or more local campaign questions that you can set up yourself in Contact Creator, or import an existing question from a national list, so they appear on your Voter ID sheets.

Party codes

Labour	L
Conservative	T
Lib Dem	S
Against	A
Won't say	X
Don't know	D
Non voter	Z
Independent	I
Plaid Cymru	P
SNP	N
UKIP	B
Socialist Labour	R
Green	G
BNP	V
Other party	J

FIVE KEY QUESTIONS TO ASK EVERY LABOUR SUPPORTER

- To provide contact details so we can keep in touch**
We like to keep in touch with all our supporters through our Supporters Network. Do you have an email address or mobile?
- To have a postal vote**
It is now possible for everybody to get a postal vote. Would it be easier for you to vote by post?
- To display a poster**
Would you be prepared to display a poster for Labour?
- To join the Labour Party**
Would you like more information on becoming a member of the Labour Party?
- To endorse the Labour Party candidate**
Would you be able to endorse the Labour candidate?

Understanding who we are speaking to

To speak to every elector in a constituency would take a long time and lots of resources....

Some electors are more important for us to talk to than others in the run up to an election as:

- They are more likely to be persuaded to vote Labour
- They have a higher likelihood of turning out to vote
- They need encouragement to turn out to vote

How do we decide who to speak to and where to go?

- ✓ **Analysing the data**: demography, election results, official statistics, commercial data, regional variations, Voter ID work, marked register
- ✓ Local **knowledge** of issues and area





Making the most of canvassing

It's also worth mentioning to canvassers that:

- ✓ We don't need to know the answer to every question an elector might have – it's fine to make a note of it and for us to get back to them.
- ✓ It may take several visits from us in order to change the minds of many electors, we don't need to convince everyone in one conversation!



Don't be afraid

- ✓ People do expect us to knock on their door
- ✓ The vast majority of people are polite, even if they are not Labour voters
- ✓ Ease yourself in gently – the first few times you should be paired up with an experienced canvasser
- ✓ We do not encourage anyone to go canvassing on their own – being part of a team is vital for safety and makes canvassing more fun
- ✓ Great way to demonstrate the community strength of the Party

Safety tips

- ✓ Stay aware and be vigilant. Do not argue.
- ✓ Look out for dogs – never put your fingers through any letterbox
- ✓ Don't go inside – never go inside a house, even when invited
- ✓ Canvass blocks of flats in teams – make sure all the team is accounted for before moving on to the next block
- ✓ Trust your gut - don't knock a door or enter a garden you feel uneasy about



Safety tips

- ✓ If you are running the session make sure you know who is canvassing & where they are.
- ✓ Always have a phone – canvassers should carry a phone with them and know who to call for help



- ✓ Travel light – leave any valuables locked in your car or at home
- ✓ Canvass as part of a group and stay within sight of each other

Feeding back your conversation

- ✓ Tell them exactly what the voter(s) told you – if you made notes check what you wrote down
- ✓ NEVER assume anything or embellish the answers given
- ✓ Refer to the question codes and script
- ✓ Pass casework to councillors or MPs



Meeting up

There will be a set time and location to meet, and a briefing before you join teams of 4 or 5.



Having a conversation

There are a few questions to ask each voter as part of a conversation. There's a script to help you.



Taking the details

The team leader or board runner will give you the name and address of who to speak to.



Feeding back

You'll need to feed any data and information you pick up on each voter back to the board runner. Then on to the next door!



Making it fun

Joining other activists for a drink and a chat at a coffee shop or pub is a great way to end a doorstep session.





What steps can we take to ensure that everyone has a rewarding experience when they door knock?

After the door knocking

- ✓ It's important to thank those who have volunteered and take the time to talk to them about how it went.
- ✓ Remember people enjoy sharing their experience of campaigning and feeding back on issues that have come up.
- ✓ You may want to have a form with campaigning dates on that volunteers can fill in to sign up for future shifts.



The importance of door knocking

More members and supporters

Electoral Success

Meaningful conversations taking place identifying Labour voters and potential Labour voters and the issues that are important to them

Thousands of activists, talking to key voters across the country

Labour and potential Labour voters targeted at election time

Each Labour voter begins a journey of engagement – through direct mail, leaflet and further face to face engagement

Action is taken in response to these issues and concerns that reflect Labour values

Increased activity and demonstration of Labour campaigning locally



As a result of what we have been through today, do you feel better informed about why we door knock and more confident to go out and speak to voters?

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>

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