

DOORSTEP BRIEFING FOR VOLUNTEERS



Vote  Labour Thursday 12 December **IT'S TIME FOR REAL CHANGE**

DOORSTEP BRIEFING FOR VOLUNTEERS

For many of our members being involved in a Labour Party campaign is something new. One of the most consistent things you will be asked to do within the Labour Party is to go door knocking. This briefing explains exactly what this means, why and how we do it, giving you the confidence to go out campaigning.

HOW DOES IT WORK?

Teams of campaigners regularly go out and speak to thousands of existing and potential Labour voters in neighbourhoods across the country. We do this all year round, not just at election time.

WHY DO WE DO IT?

Face to face contact with potential Labour supporters is a great opportunity to demonstrate that the Labour Party is active, aiming to represent communities better and seeking the views and opinions of those local communities we wish to represent. Door knocking allows us to identify and discuss issues that mobilise, inspire and persuade voters. Finally by identifying Labour and potential Labour voters this allows us to target voters who are more likely to vote for us as we approach polling day through our Get Out The Vote (GOTV) activity.

DURING THE SESSION

When you head to a door knocking session, a 'board runner' will have a list of the doors you'll be knocking on along with the voters' names. They'll direct you to the right house and let you know who lives there. Once you've spoken to a voter, you'll need to repeat the outcome of that conversation accurately to the board runner who will then record that information. If you're using the Voter ID app, then the session leader will give you a separate briefing.

The board runner will also provide you with all the resources you need including a clipboard, a one pager on local issues that might come up, a sheet which can be used to record casework, voter registration, postal vote and membership forms, and leaflets.

DOOR KNOCKING FAQs

Do you need to be a policy expert?

No one needs to be a policy expert to join a door knocking session. If you can't answer a question, take down contact details and say someone will get back to them or ask a team member, candidate or elected representative to get back to them at the end of a session. You can also join more experienced members on the doorstep until you feel confident.

Do you provide a script?

We do provide a script, which you can use to frame your conversation in order for us to get the voting intention that we record systematically. However, do have a meaningful conversation around issues that matter to local people as well and think about using open questions such as:

- What issues are important to you locally?
- Why is this issue important to you?

There are a number of extra questions which we should ask of those who say they will be supporting the Labour Party, these include:

- Would you like a postal vote?
- Would you like a poster for your window?
- Would you like to become a supporter or to join the Labour Party?
- Would you like to endorse our candidate?

TOP TIPS

- When asking questions: introduce yourself – say where you are from and ask the voter's name.
- Remember, this is just the start of a conversation with a potential Labour voter – we will follow up with direct mail, leaflets, further door knocking etc.
- Don't get into long conversations, especially with those who say they are unlikely to vote Labour anyway!
- If the data we collect is not accurate then our targeting will be compromised.
- All the evidence suggests that people respond more positively to values and stories than to statistics. Have a look through Labour's pledges, identify which one means the most to you, and share your stories with voters on the doorstep.
- Reminder to think about which pledges might be particularly resonant in the local area and bring them up in conversations on the doorstep.
- Even if the pledges don't appeal to a specific individual voter, although there's something there for the vast majority, they can be used to demonstrate Labour values and illustrate the direction a Labour government would take.

DATA PROTECTION

- With GDPR now in force and so we can be clear with electors how we use their information, we should close every conversation with an elector in which you gather Voter ID must end with the following words:

"Thanks for your time, we may use your answers to help us campaign better. If you're interested, you can find out about how we might use your data from the privacy page on the party website."

DON'T BE AFRAID

- People do expect us to knock on their door.
- The vast majority of people are polite.
- Ease yourself in gently. The first few times you should be paired up with an experienced canvasser.
- We do not expect anyone to go canvassing on their own. Being part of a team is good for safety and makes canvassing more fun.
- If you are nervous about door knocking you can pair up with someone for all or part of the session

STAYING SAFE WHILE CAMPAIGNING

Public discourse in the UK is increasingly polarised and, in particular in relation to Brexit, we have seen an increased level of threats and abuse both online and in person towards elected representatives. If you are out campaigning or at an event and you are subject to hostility or worried about the behaviour of another individual or group, your safety is paramount. Withdraw from the situation and go to a safe place. In an emergency call the police on 999.

- Stay aware and be vigilant.
- Always stay on the doorstep: Never enter a property, even if invited.
- Always campaign on the doorstep as part of a group, if anyone is nervous about door knocking encourage them to pair up with an experienced member.
- If a member of the public becomes aggressive or hostile, remain calm, do not engage and remove yourself from the situation as quickly as possible.
- Look out for dogs - your safety is more important than one leaflet, never put your fingers through any letterbox and never accept an owner's word that a dog is safe.
- Get to a place of safety and inform your event lead of any safeguarding or welfare concerns.
- Tell a colleague/event lead if your route

or plans change.

- Check in and out with the event lead.
- Always carry a fully charged mobile phone (with credit if applicable), ensure you have an emergency contact number for the event or safeguarding lead.
- Be mindful of your surroundings. Avoid distractions such as your mobile phone or headphones.
- Trust your instincts. Do not knock on a door or enter a garden or driveway that you feel uncomfortable about.
- If you believe you may be in danger while campaigning, contact the Police via 999
- Canvass blocks of flats in teams. Make sure all the team is accounted for before moving on to the next block.
- Travel light. Only the essentials should be taken with you when canvassing. Leave any valuables locked in your car or at home.
- Don't move onto the next street or block without accounting for all of your team including the candidate.

Start here

Hi, my name is [your name] and I'm calling on behalf of your local Labour Party. Can I speak to [voter's name] please?

Hello, my name is [your name] and I'm calling on behalf of your local Labour candidate.

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?

You should start the conversation asking people about Labour's pledges as well as asking people about local issues they're concerned about on the doorstep. Consider doing this at the start of the conversation and then move on to ask about voter ID.

NATIONAL QUESTIONS

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 elections for XXXXXXXXXX on XX XXXXXXXXXX. 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)**

Thanks for your time: we may use your answers to help us campaign better. If you're interested, you can find out about how we might use your data from the privacy page on the party website.

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
Brexit Party/UKIP	B
Socialist	R
Labour	
Green	G
Change UK	M
BNP	V
Other party	J

Q4 should be used to record responses to all second-order (non-General Elections) e.g. Mayoral elections

HOW LABOUR WILL BRING REAL CHANGE

We have a clear choice about our future on Thursday 12 December. More Conservative cuts or a Labour Government that will bring real change for the many, not the privileged few.

A COUNTRY FOR THE MANY, NOT THE FEW

- A real living wage of £10 an hour immediately
- Rights to flexible working
- No increases in VAT, personal National Insurance Contributions or income tax rates for 95% of workers
- Protect Winter Fuel Allowance and bring back free TV licenses for pensioners
- Build 150,000 council and social homes every year by the end of the parliament
- Give public service workers- like nurses, teachers and soldiers- a 5% pay rise in 2020

Boris Johnson's Conservatives will only look after the privileged few. There are now eight million working-age adults in poverty. At the same time, the Tories will have handed out £110 billion in corporate tax giveaways breaks by 2022.

GIVE OUR NHS THE FUNDING AND STAFF IT NEEDS

- Increase funding for the NHS, including for mental health, and end privatisation
- More nurses and doctors to help give patients the care they need
- Reduced waiting times for patients waiting for operations and cancer care
- Free prescriptions and free personal care
- Cut waiting times
- Free dental check-ups

You can't trust Boris Johnson with our NHS. GP numbers are falling, the number of people waiting for urgent cancer treatment has trebled, and the waiting list for operations has reached a record 4.4 million

A FULLY-FUNDED NATIONAL EDUCATION SERVICE

- Invest in high-quality universal child care for all two to four year olds and launch Sure Start Plan
- Stop the cuts to school budgets with a real terms increase in funding
- Provide free school meals and reduce class sizes to under 30 for all primary school children
- Abolish tuition fees, reintroduce maintenance

grants for students from low and middle income backgrounds and reintroduce an Education Maintenance Allowance

- Provide free lifelong learning so that everyone can access education and the skills we need throughout their lives

You can't trust Boris Johnson to properly fund our schools. Conservative cuts mean many head teachers are barely able to keep their school budget afloat.

A GREEN INDUSTRIAL REVOLUTION

- Invest in green energy and industry to one million well-paid jobs
- Permanently ban fracking
- Work towards a path to net zero emissions by 2030
- Roll out fast and free full-fibre broadband across the whole country
- Invest in new, low-carbon transport infrastructure, bring our railways back into public ownership and introduce free bus travel for under 25s

The Conservatives' manifesto is being written by a lobbyist for big polluters and Boris Johnson has called global warming "a primitive fear" that is "without foundation".

GIVE PEOPLE THE FINAL SAY ON BREXIT

- Renegotiate a new Brexit deal which protects our trade, rights and the border with Ireland
- Deliver a public vote on our deal with the option to remain, within six months
- Implement whatever the country decides

Boris Johnson's Conservatives want to use a sell-out Brexit deal or No Deal to weaken our rights and protections, in exchange for a one-sided sell-out trade deal with Donald Trump in the interests of the wealthy.

VOTE LIB DEMS, GET BORIS JOHNSON.

The Lib Dems will say anything to get elected: they broke their promises and propped up the Tories in Government. Jo Swinson made Tory cuts possible as a minister, by backing them all the way as working people and our public services were hit.

The Lib Dems' Brexit position is anti-democratic. Only Labour will give people the final say on Brexit.