

Welcome the Labour Party

Paul Upex | Rebecca Child

This webinar is due to start at 2pm. You won't hear any sound until the session starts!

This session will be recorded and the slides placed on-line tomorrow – just visit <https://labour.org.uk/members/activist-area/training>

To get in touch with the team if you have any questions please email training@labour.org.uk

What we are covering

- Where do you fit in?
- Jargon buster
- What you can do right now to get involved.

Tell us about you

Why did you join?

**What changes would you like to see
locally and nationally?**

Do you know anyone else who is a member?

Get to know your CLP



- You'll find details of your local contact on your membership card, and on www.my.labour.org.uk
- Meetings, social events, community activities



Where do you fit in?



How the Labour Party works

- Branch Labour Party (BLP)
 - A branch refers to a Labour Party unit, usually organised on the basis of local authority ward boundaries.
 - Your branch is your first point of contact as a member.
- Constituency Labour Party (CLP)
 - Constituency Labour Party. Meetings of local parties are organised on the basis of local constituency boundaries.
- CLPs contain members from multiple branches.
- CLPs are structured either as all member meetings or as delegate meetings. For the latter, branches elect delegates to attend their CLP meetings.
- Executive Committee (EC)
- Regions / Nations
- National Executive Committee (NEC)
- Party Conference

<https://labour.org.uk/about/how-we-work/>



Where we are..

- CLPs and branches unable to organise in the usual manner
- Labour Party's priority is the welfare of our members and communities
- Physical meetings remain prohibited, we want to ensure that urgent business can still be conducted by local parties
- Where practicable, Executive Committees may wish to arrange informal meetings with their members via telephone or video conference, though such meetings will not have the status of a General Meeting



**What can I do to get more
involved?**

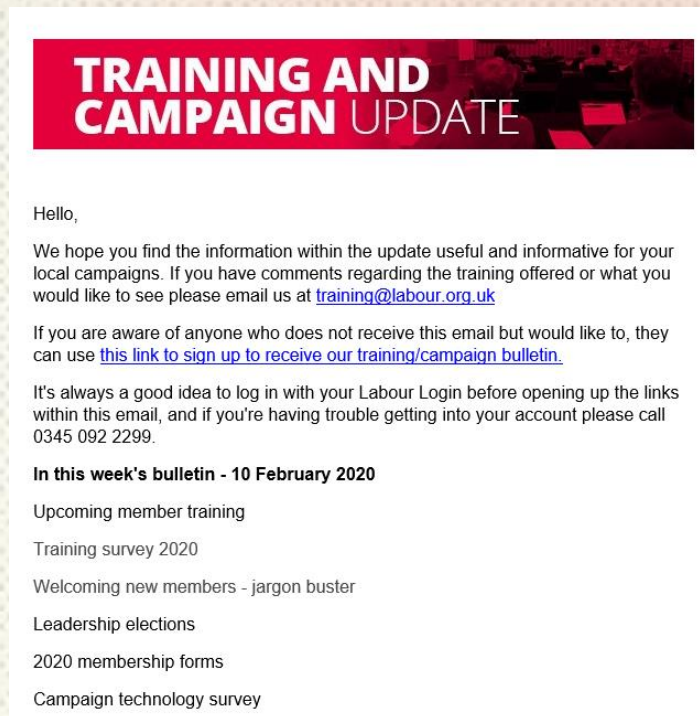
Log in with My Labour

Where to go: my.labour.org.uk

- Your Labour Login also enables you to access **My Labour** - your personal Labour Party membership homepage where you can find links to upcoming local events, briefings, and update your own membership details
- If you need confirmation of your membership number, or to check which email address we hold for you, just drop an email to [**labourmembership@labour.org.uk**](mailto:labourmembership@labour.org.uk)



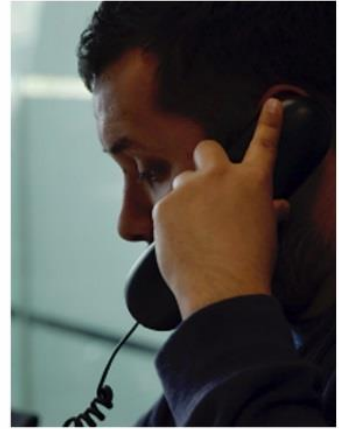
Sign up to receive our Training Bulletin?



Where to go: _

labour.org.uk/weeklybulletin

Campaigning



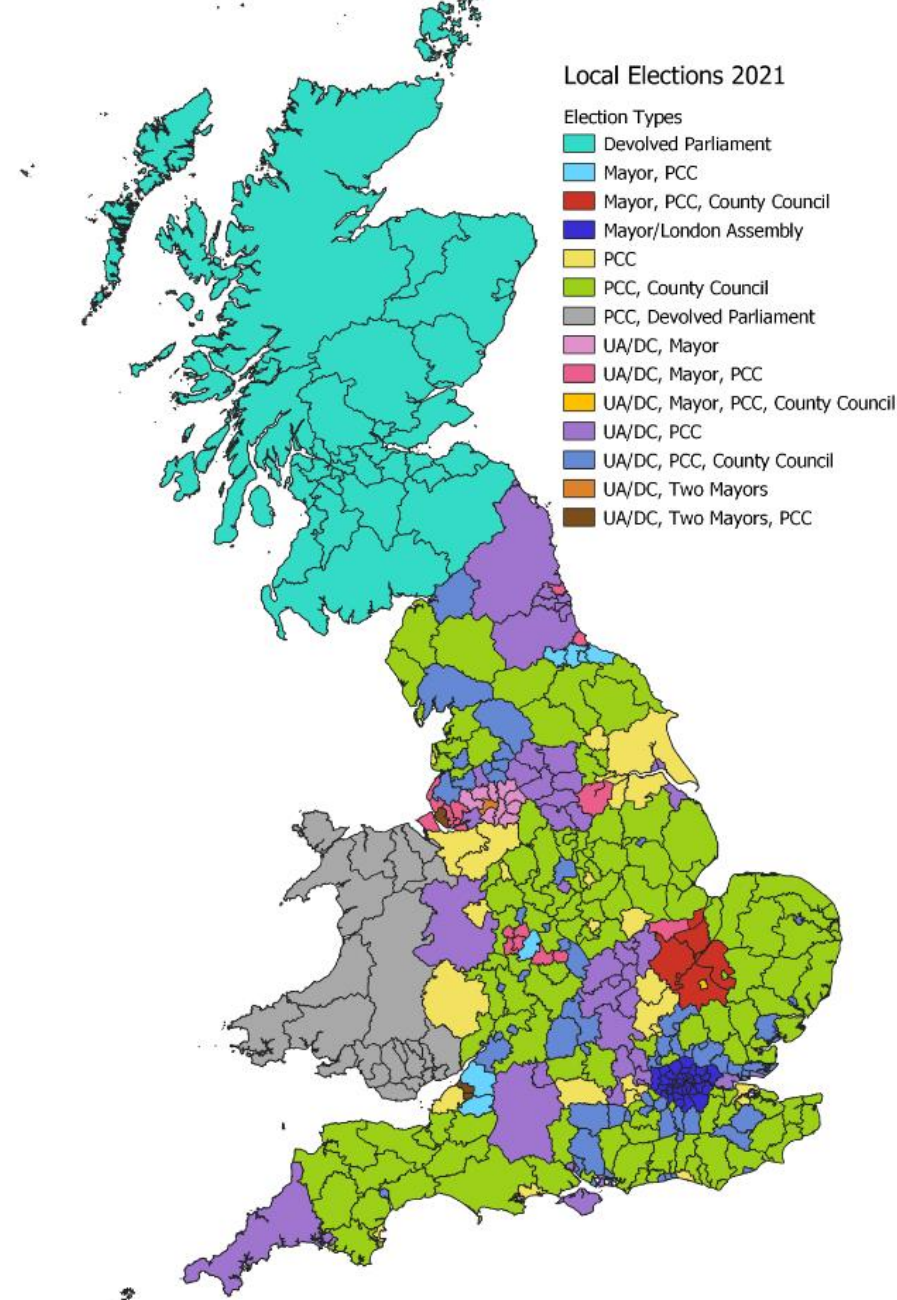
- Door knocking
- Phone canvassing
- Digital campaigns
- Community Campaigns
- Leafletting
- Street stalls
- events.labour.org.uk

Local Elections 2021

The elections in 2021 will elect:

- Approximately **5,000** councillors in England, which is about 30% of the total. Includes all County Councillors.
- **40** Police and Crime Commissioners in England & Wales
- **Scottish Parliament**
- **Welsh Parliament**
- **6** Metro Mayors (possibly 7 if West Yorkshire goes ahead)
- **Mayor of London and London Assembly**
- **5** local authority mayors

This is an **unprecedented amount of elections occurring on the same day.**



Listening to voters when we're back campaigning

[illegible]

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



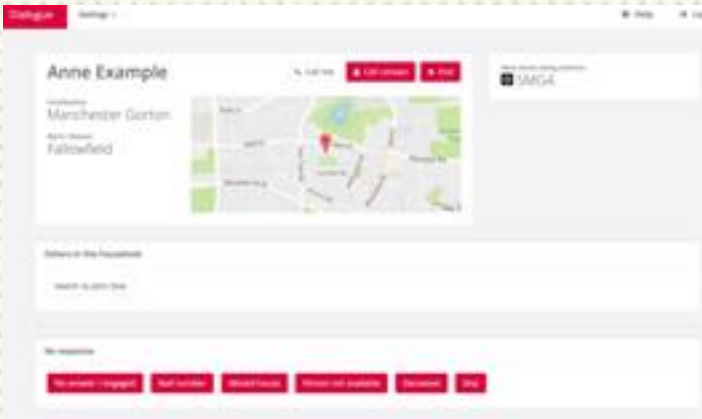
Digital Campaigning

- 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 through people sharing posts organically
- Digital campaigning may include videos and photos
- Digital guide and code of conduct



<https://labour.org.uk/members/campaignresources/handbooks-guides/>

Digital campaigning



@UKLabour



/labourparty



@uklabour

Have your say



- www.policyforum.labour.org.uk
- National Policy Forum
- Conference!

Attend Annual Conference – Liverpool 2020

Saturday 19 September to Wednesday 23 September

<https://labour.org.uk/conference/>





10 MINUTE TRAINING

This year we also have a series of Ten-Minute Training sessions running from the Training and Membership Hub.

These sessions will go over top tips and best practice, covering a wide range of different topics to help with your campaigning. Look out for the staff member with the Ten-Minute Training sign on the Training and Membership Hub at the advertised times.

SUNDAY
09.00 Making a call on Dialogue
10.00 Organise creating an engaging event
11.00 Top tips for effective doorstep conversations
12.00 An introduction to writing good leaflet copy
13.00 Top tips for building a winning campaign team
14.00 The Doorstep App
15.00 Organising effective doorstep sessions
16.00 Writing effective Direct Mail
17.00 How to contact event attendees on Organise

MONDAY
09.00 Using the Board Runner App
10.00 5 top tips - welcoming new members
11.00 Top tips for effective fundraising
12.00 The role of a Councillor - People
13.00 Being a Labour Party candidate
14.00 The Doorstep App
15.00 Top tips for effective doorstep conversations
16.00 Get learning with Labour's eLearning platform: Achieve
17.00 Using the Telling App

TUESDAY
09.00 Top tips for building a winning campaign team
10.00 Using Wordpress sites
11.00 Writing great emails
12.00 The role of a Councillor - Places
13.00 5 top tips - membership retention
14.00 The Telling App
15.00 Top tips for building a winning campaign team
16.00 Year round print planning
17.00 Top tips for effective fundraising

WEDNESDAY
09.00 Get learning with Labour's eLearning platform: Achieve
10.00 Using Labour's targeting and reporting tool: Insight
11.00 Organising your local print
12.00 The role of a Councillor - Policy

THURSDAY
09.00 Organise building great emails
12.00 Taking good campaign photos
13.00 Top tips for effective doorstep conversations
14.00 MemberCentre: generating membership reports
15.00 Organise using volunteers effectively
16.00 Get learning with Labour's eLearning platform: Achieve
17.00 Top tips for effective fundraising



Conference Timetable*		
KEEP UP TO DATE WITH CONFERENCE		
For the most up to date information about Labour Party Conference, visit the Labour Party stand, download the app and pick up your copy of the Daily Newsletter. For more information go to labour.org.uk/conference		
*ALL CONTENT AND TIMINGS ARE SUBJECT TO CHANGE		
SATURDAY 21 SEPTEMBER	MONDAY 23 SEPTEMBER	TUESDAY 24 SEPTEMBER
1245 Policy Seminar	0830 Policy Seminars	0830 Policy Seminars
1430 Opening formalities NEC Chair's introduction CAC Report General Secretary's report	0945 Morning Plenary Session: A NEW ECONOMY AND A NEW INTERNATIONALISM CAC Report	0945 Morning Plenary Session: TACKLING THE CLIMATE EMERGENCY CAC Report
1745 Contemporary Issues Priorities Result	1235 Votes SHADOW CHANCELLOR'S SPEECH	1235 Votes 1245 Break
1750 Votes	1400 Afternoon Plenary Session: TACKLING THE CLIMATE EMERGENCY Deputy Leaders Speech	1400 Afternoon Plenary Session: TACKLING THE CLIMATE EMERGENCY Deputy Leaders Speech
SUNDAY 22 SEPTEMBER	1235 Votes	1645 Policy Seminars
0945 Morning Plenary Session: REBUILDING PUBLIC SERVICES CAC Report	1245 Break	1720 Votes
1235 Votes	1400 Afternoon Plenary Session: A NEW ECONOMY AND A NEW INTERNATIONALISM CAC Report	WEDNESDAY 25 SEPTEMBER
1245 Break	1720 Votes	0900 Morning Plenary Session: CAC Report
1400 Afternoon Plenary Session: REBUILDING PUBLIC SERVICES CAC Report		1120 Votes
1720 Votes		1130 Conference Adjourns
		1215 LEADERS SPEECH

Who attends Conference?

- Delegates: CLPs, TUs, SSs
- Ex-officio: NEC, NPF, MPs, AMs, MSPs, Cllrs, Mayors, PCCs
- Visitors: members, commercial, international
- Exhibitors
- Media

Where we are

The Labour Party is committed to prioritising your health and wellbeing, and to ensuring we fully contribute to the collective effort to protect public health.

In the unfortunate event that we have to cancel or make changes to Annual Conference we will inform you as soon as possible.

It is our hope that this year's Conference will proceed as planned.

Deadlines

- CLP Delegates 12 June 2020
- Member Visitor 31 July 2020

<https://labour.org.uk/conference/>

Share your skills and knowledge

- Taking on a role in your CLP
- Door-knocking
- Phone canvassing
- Delivering leaflets
- Inputting data
- Printing leaflets
- Bundling leaflets
- Street Stalls
- Social media and IT
- Community links
- Helping in the constituency office
- Calling members to get them involved
- Organising social events
- Helping to identify local campaign issues
- Taking photographs
- Copywriting
- Fundraising

How you can represent The Labour Party



- Parish & Town Council
- Local Government; District, Unitary, Metropolitan, County
- Parliamentary
- London Assembly
- Directly-elected Mayors
- Welsh Assembly
- Scottish Parliament
- Police and Crime Commissioners (PCC)

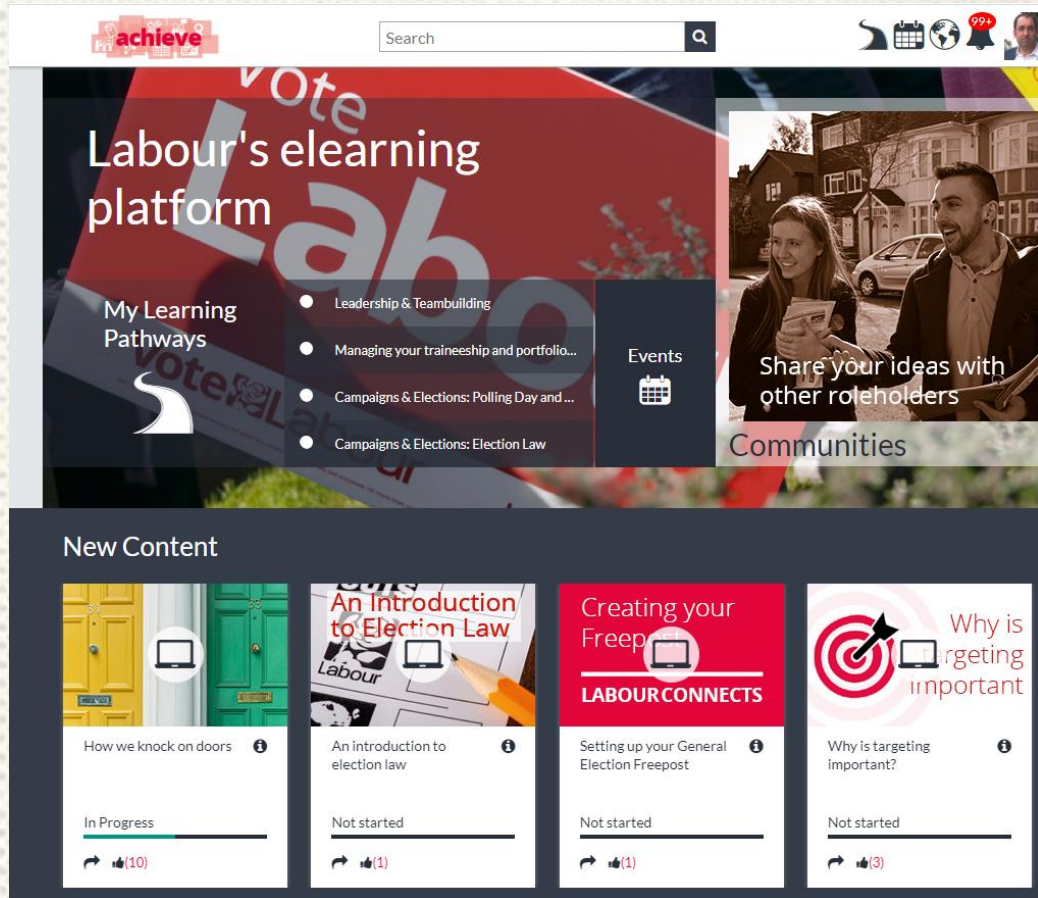
Stand as a Labour candidate

- Standing up for local residents
- Developing better services
- Delivering local change

labour.org.uk/members/councillor-introduction/



Achieve



- eLearning is simply online learning
- eLearning can be accessed any time, any where, on a PC, tablet or phone
- eLearning means more members can access more of our training
- Give it a try!
Log on at achieve.labour.org.uk
- Give us feedback!
Tell us what works and what you want to see

Upcoming on-line training

Labour Training, Development and Support

Sign up for our online webinars below

vote

It's really easy to join one of our on-line training sessions, just click on the link for the session you wish to join and fill in your details. We will then send you a link to join the session about 2 hours before it is due to start. You may need to add a Webex extension to your browser or you can join us by downloading the webex app and entering the event number for the session that we will also send you.

All of the sessions are recorded and you can watch them at our [Webinar library](#).

Wednesday, 25 March 2020 14:00 -14:30

What training is available for Labour members

Join the team as we share with you what training and resources are available to Labour Party members.

- What training is available for Labour members?
- How to use Social Media and technology to stay in touch and welcome Labour Members
- Campaign Resources – What's available to me?
- Role Holder Workshop
- Become a Councillor – Local Elections 2021
- Looking ahead – Getting back on the doorstep
- Looking ahead – Attending Labour Party conference
- New Members - Welcome to the Labour Party
- Planning your campaigns for 2021

Where to go:

<https://labour.org.uk/upcoming-webinars/>

Moving forward- set your goals

What 3 things are you going to do to take the next step with your membership?

- A. Attend a meeting
- B. Attend a social event
- C. Offer to help your CLP organise their next event
- D. Go to events.labour.org.uk
- E. Go campaigning
- F. Visit the policy platform
- G. Visit our e-learning platform

Find out more

- Visit the New Members Hub
<https://labour.org.uk/new-members/>
- 'Making the most of your membership' booklet in your membership pack, and downloadable on New Members Hub
- Visit the Activist Area
<https://labour.org.uk/members/activist-area/>



5 Top Tips for Labour supporters to stay safe and support others

1

STAY AT HOME 

**PROTECT
THE NHS**



**save
lives**

5 Top Tips for Labour supporters to stay safe and support others

2

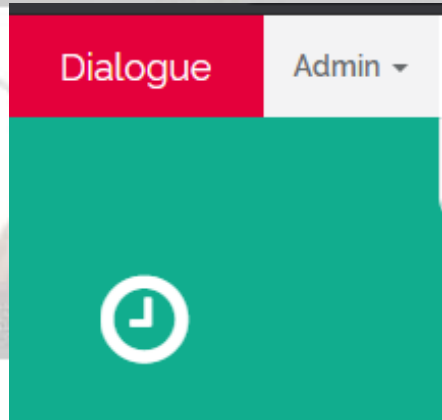
Ask for help
– or offer it if you can.



5 Top Tips for Labour supporters to stay safe and support others

3

Embrace technology!



5 Top Tips for Labour supporters to stay safe and support others

4

No Covid 19 mutual aid volunteer groups where you are?

<https://www.goodsamapp.org/NHS>



5 Top Tips for Labour supporters to stay safe and support others

5

Donate to foodbanks.



www.trusselltrust.org



Useful contacts and sites to visit

Training Team - t
raining@labour.org.uk
<https://labour.org.uk/training>
<https://achieve.labour.org.uk>

Labour Membership Team – labourmembership@labour.org.uk

Call 0345 092 22 99
Monday – Thursday 9am–5pm, Friday 9am–4:30pm

<https://labour.org.uk/party-members/>
<https://labour.org.uk/new-members/>



Thank you!



TRAINING