

Planning Your Print Campaign

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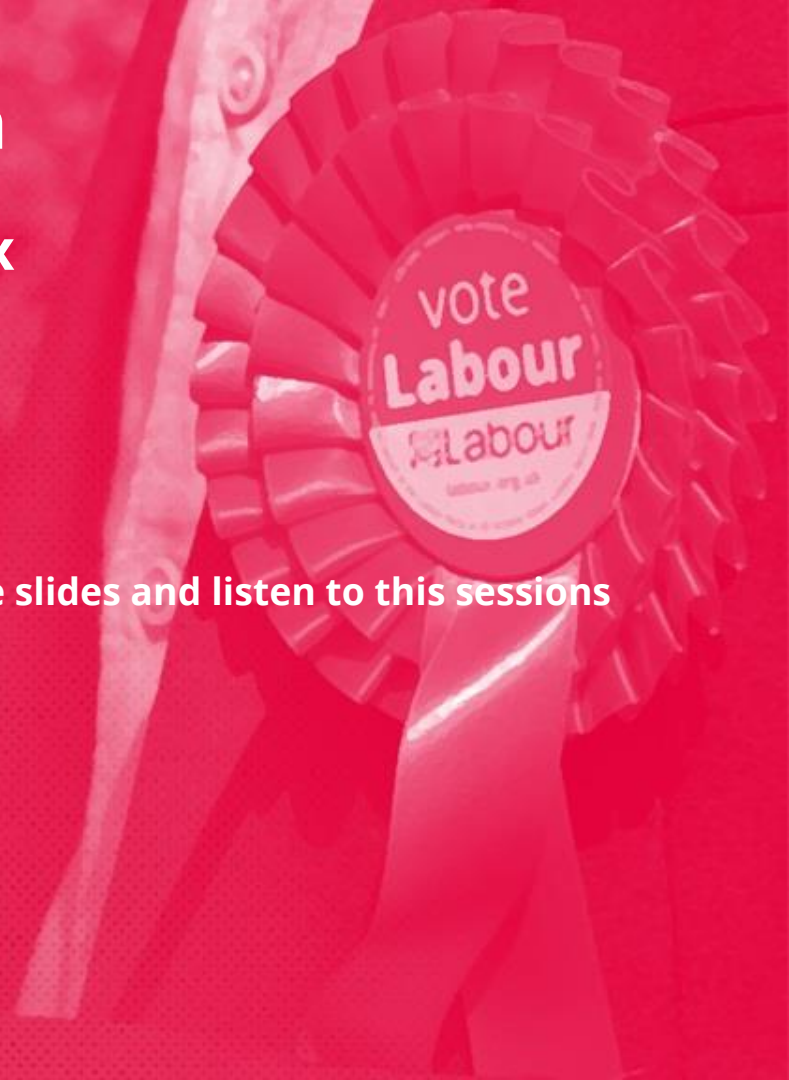
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What we're covering

- 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

Campaigning under Covid

- All of these plans are based on a normal campaign and include Calling Cards.
- If door to door canvassing isn't possible due to Covid you could spend the money you budgeted for Calling Cards on Direct Mail and/or digital advertising.

Your Year Long Print Plan



Your Strategic Objectives

- Marginal Wards
- Strong Labour Wards
- Future Prospect Wards

October - December

Marginal Wards

Labour Rose
VOTE FOR REAL CHANGE IN SOUTH SWINDON
 Thursday 12 December

Supporting those who serve
 ...

KEEP IN TOUCH
 ...

Real change for women at work
 ...

Real change for parents and children
 ...

MY PLEDGES TO YOU
 ...

YOUR LABOUR CANDIDATE FOR

Debra Waller
 I knocked on your door today. Sorry if I missed you. Please get in touch with any issues or concerns you may have. I'm always happy to help.

DISTRICT OFFICE
 @ 01753 466000
 @ 01753 466000
 @ 01753 466000

SWINDON, HALTINS HILL, NORTH FARM SPENSWELL AND THORNEY CLOSE

Working hard for our community all year round
 Thursday 07 May

Vote@Labour

Strong Labour Wards

Labour Voice
THE FIGHT FOR DORSET NHS CONTINUES
 OUR PLEDGES TO YOU

DAVID STOKES CHOSEN AS LABOUR CANDIDATE

YOUR LABOUR CANDIDATE FOR

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 I knocked on your door today. Sorry if I missed you. Please get in touch with any issues or concerns you may have. I'm always happy to help.

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Future Prospect Wards

RE-ELECT COUNCILLOR ABDUL PATEL ON MAY 7TH LITTLE HARWOOD AND WHITESIRK WARD

Abdul Patel - working for you
 I am privileged to have been selected to stand once again. In this year's election, I have been placed in the centre of Little Harwood and I have been your Councillor for many years. I am a qualified social worker and I have always actively participated on various local bodies, including the Citizens' Council board and as a school governor. I am well known in Little Harwood and was pleased to return to representing Whitesirk, which once again became part of the ward following the 2018 boundary changes.

A voice for our area
 In representing our area for many years I have a well known record for getting things done. These are difficult as a result of ten years of Conservative cuts but I have been pleased that in Blackburn we have been able to find ways of doing things in order to protect and make facilities such as Little Harwood Community Centre, Accrington Road Community Centre as well as Little Harwood Children's Centre. **Only a vote for Labour will ensure that local needs are met. I hope you will support me on May 7th.**

Vote@Labour Thursday 07 May

SORRY WE MISSED YOU...

Clir Kevin Hughes
 @ 01753 466000
 @ 01753 466000
 @ 01753 466000

CHICHESTER EAST, TANGMERE & OVING

Vote@Labour

January - March

Marginal Wards

Strong Labour Wards

Future Prospect Wards

The image shows a stack of documents. The top document is a 'Your Valley Ward Labour Team' card featuring three portraits of team members. Below it is a 'Part 2 Application to vote by post' form, which includes sections for 'Candidate', 'Electoral Area', and 'How to vote by post'. The form also contains checkboxes for 'I am a registered voter in this area' and 'I am a resident of this area'. The Labour Party logo and 'Vote4Labour' branding are visible at the bottom of the documents.

Constituency
Labour Today

Delivered free by local volunteers across AREA NAME
www.labour.org.uk

Short campaign

Marginal Wards

This collage features several Labour campaign materials for Marginal Wards. At the top left is a red 'I WANT TO HEAR FROM YOU' form with fields for name, address, and phone number. Below it is a 'Labour' leaflet with the slogan 'A Strong Voice, Standing Up For Slough' and a photo of Tan Dhesi. To the right is a 'Jo Platt was in your local area today' leaflet listing pledges to young people, low-paid skilled jobs, and health & social care. Below that is a 'Labour Rose' leaflet with the headline 'Headline of ten words or less for main story' and a photo of Andrew Gwynne. At the bottom left is a 'Don't forget!' leaflet for the June 8th polling day, featuring a calendar graphic with the 8th circled. A 'Resident' leaflet is also visible, featuring a photo of Alex Norris.

Strong Labour Wards

This collage shows Labour campaign materials for Strong Labour Wards. It includes a 'I WANT TO HEAR FROM YOU' form, a 'Labour' leaflet with the slogan 'A Strong Voice, Standing Up For Slough' and a photo of Tan Dhesi, and a 'Resident' leaflet with the headline 'Only Labour will stand up for Slough' and a photo of Chris Emme. A 'Don't forget!' leaflet for the June 8th polling day is also present, with a calendar graphic showing the 8th circled. A 'PROOF' leaflet is also visible, featuring a photo of Chris Emme.

Future Prospect Wards

This collage displays Labour campaign materials for Future Prospect Wards. It features a 'Your Labour Team was in your area today' leaflet with the headline 'Headline of ten words or less for main story' and a photo of Tan Dhesi. A 'Labour Rose' leaflet is also visible, with the headline 'Headline 2 goes here' and a photo of Tan Dhesi. A 'Don't forget!' leaflet for the June 8th polling day is included, with a calendar graphic showing the 8th circled. A 'Labour #Lafur' leaflet is also present, with the headline '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 Learning Plan

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 cuts
- 🔴 Prioritise tackling unemployment
- 🔴 Focus on Early Intervention
- 🔴 Work for proper NHS funding
- 🔴 Work to secure the best deal from Brexit



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

Model Print Plan (to short campaign)

- October – March
 - Early Vote signup campaign
 - Hand delivered is 19p per letter
 - £180 for 2,000 electors in a ward
 - Newsletter or Survey (Autumn/Winter)
 - £790 for 40,000 A4 Newsletters is approx (should be enough for most constituencies) or
 - £140 for 6,000 A4 Newsletters or Survey
 - Christmas Card
 - 6,000 Cards - A5 £845, A6 £587
 - 1,000 Cards - A5 £370, A6 265
 - Ward Newsletter or Survey (New Year/Spring)
 - £140 for 6,000 A4 Newsletters or Survey

Model Print Plan (Short Campaign)

A4 Election Address (6,000)	£140	(weeks 0 - 2)
DL Calling Card (3,000)	£60	(weeks 1 - 5)
Posted GOTPV DM (1,000)	£400	(week 3)
Hand delivered DM to patchy Labour Voters (1,500)	£165	(week 4 - 5)
Week of Poll Card (1,500)	£120	(week 6)
Polling Day Materials (1,000 x 2 variations)	£100	(Polling Day)
<u>Total</u>	<u>£985</u>	
Digital	£100	(weeks 1 - 6)
<u>Reserve</u>	<u>£215</u>	
Total	£1,300	

Welsh Senedd/ Scottish Parliament Print Plan



Plan your print for the final the 6 weeks of your campaign?

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

£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 2	£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

- 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 & Photos
3. Design
4. Proofing
5. Sign off
6. Production
7. Delivery

Decide your Stories

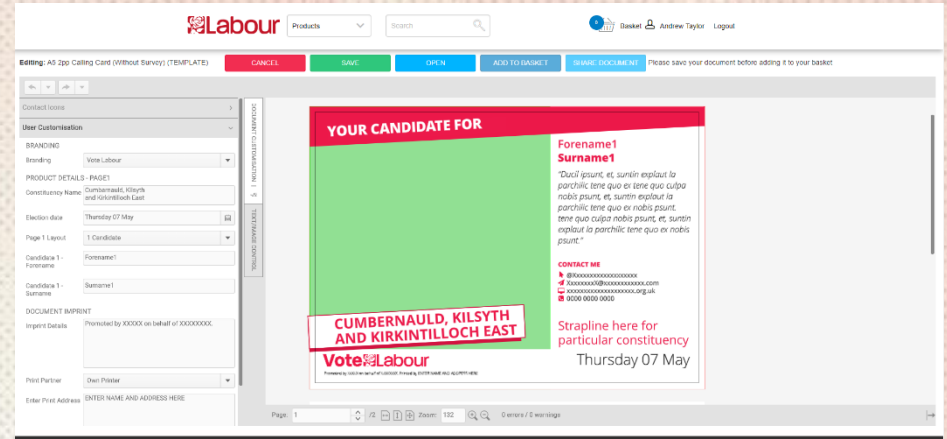
- Year round campaigning allows you to find out about local issues
- Don't offer a blank canvass to candidates – have an idea of the stories that are relevant
- Who are your stakeholders?
 - Geographical spread
 - Candidates/Labour representatives
 - Demography
 - Key issues

Copy and Photos

- Identify key subjects for local stories
- Consider word limits
- Take landscape & portrait photos in different recognisable local areas
- Webinar on Writing Good Copy gives further details

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



Labour

Products

Search

Basket Andrew Taylor Logout

Pay for print delivery across...

- Print
- Letter
- Stationery

Get started with your mailing

SHOP NOW!

The next Labour Connects Print Deadline has not yet been set. Please contact print@labour.org.uk for more information.

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

Labour Print Services



Labour Print Services

- All printed in Great Britain
- All printers recognise trade unions
- All printed on environmentally-friendly paper (FSC or recycled)
- Cheaper deals secured through Labour's national purchasing power
- Guaranteed order and delivery deadlines

Labour Print Services



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

Any Questions?

How to get in touch

Campaign Technology

campaigntechnology@labour.org.uk

Monday – Friday 9:30am – 6:00pm

Training Team

training@labour.org.uk

0207 7783 1360

Local Government Team

councillors@labour.org.uk

Labour Membership

labourmembership@labour.org.uk

Monday – Thursday 9am–5pm, Friday 9am–4:30pm

Legal Hotline

legal_queries@labour.org.uk

Campaign Delivery Team

print@labour.org.uk

Links

Labour Connects

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

Training pages

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

Sign up to receive our training email

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

Election Pages

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

Achieve

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

Local resources

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

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

COVID 19 Support

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

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

My Labour

www.my.labour.org.uk

Applying to be a councillor

<https://labour.org.uk/members/councillor-applications/>

Upcoming Training

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

Webinar Recordings

<https://labour.org.uk/webinars2020/>

Thank you

