

BUILDING YOUR CLP

BUILDING YOUR CLP

WHY BUILD YOUR CLP?

CLPs are the lifeblood of the Labour Party and are a forum to discuss political issues, plan local campaigning activities, send motions and delegates to Labour Party Conference, elect officers and establish an Executive Committee to oversee the day-to-day business of the constituency. CLPs also organise hustings during candidate selections for MSPs and MPs.

The party needs people of vision, leadership, integrity, ambition and commitment to help bridge the gap between our party and our communities. You are an ambassador in your local community.

You have the opportunity to make a real impact in your local community by finding out about the issues your community faces and helping to create policy to solve them. You have the opportunity to help local residents through local campaigns, community organising and of course, by helping to get Labour representatives elected.

A big part of a good local campaign is showing that your local Labour Party is active all year round, engaged with the local community and active on the issues local people care about. That means you need to have a robust plan of communicating with your target voters that is implemented across a range of local communications channels and where your key messages are repeated over time.

There is no doubt of the scale of the challenge ahead. But the power of politics to change people's lives remains undiminished and it is therefore important that we work together at every level to return Labour representatives who can deliver real change.



BUILDING YOUR CLP: STEP-BY-STEP

This guide sets out the opportunities for, and expectations of, CLPs and CLP officers. There is an outline of what being a CLP office bearer means, useful tips on engaging with members and the wider community, and ideas on how you can strengthen your local party. We have also included an overview of the Labour Party's structures so that you can understand how your CLP fits into the Party, and the rules governing CLPs, so you can understand how to run a CLP well.

Below is an outline of what this guide will cover. This will help you to build your CLP into a strong and active local party.

RUNNING A CLP

- Understanding the Labour Party
- CLP rules and best practice

YOUR CLP OFFICERS

- Required Officers
- Recommended Officers

CLP MEETINGS

- FAQs

CLP ACTIVITIES

- Campaigning
- Building capacity
- Mobilising members
- Fundraising
- Joint working

RESOURCES AND TOOLS

APPENDIXES

- COVID-19 Update
- Meeting Templates
- Useful Contacts

UNDERSTANDING THE LABOUR PARTY

The Labour Party is a membership organisation consisting of Constituency Labour Parties, affiliated trade unions, socialist societies and the Co-operative Party. Members who are elected to parliamentary positions take part in the Parliamentary Labour Party (PLP) and Scottish Parliamentary Labour Party (SPLP).

The National Executive Committee

The NEC is the governing body and the administrative authority of the Labour Party that oversees the overall direction of the party and the policy-making process. It carries out this role by setting strategic objectives on an annual basis and meeting regularly to review the work of the party in these areas.

The NEC upholds and enforces the constitution, rules and standing orders of the Party and can take any action it deems necessary for such purpose, including disaffiliation, disbanding, suspending or otherwise disciplining any affiliated organisation or Party unit. It has the power to suspend or take other administrative action against individual members of the Party.

The Scottish Executive Committee

The SEC is the governing body and administrative authority of the Scottish Labour Party. It oversees the direction of the party and the policy-making process. It carries out the functions of the NEC in Scotland.

The National Constitutional Committee

The NCC is elected at UK Party conference. It consists of 11 members of the Party each of whom must have been a member of the Party for a continuous period of at least five years immediately prior to their election.

The NCC considers disciplinary matters presented to it by CLPs or officers of the Party on the instructions of the NEC. It can impose disciplinary measures including: suspension from holding office in the Party or being a delegate to any Party body; withholding or withdrawing endorsement as a candidate or prospective candidate of the Party at any level; expulsion from membership of the Party.

The National Policy Forum

Labour Party policy is developed by the NPF. The NPF is made up of 200 representatives from all parts of the Labour Party, with the largest number elected by ordinary members in each region. There are also representatives from Labour's affiliated trade unions and socialist societies, from Labour councillors, the Parliamentary Labour Party and the NEC.

The NPF is divided into a number of Policy Commissions, each one responsible for Labour's policy development in a specialist area. They lead consultations with members and the public, consider evidence and ideas sent to them as submissions, and together develop the detail of Labour's official Policy Programme – which is the foundation for our Manifesto.

The Scottish Policy Forum

Scotland also has its own policy forum, as do Wales and the English regions, feeding into the National Policy Forum and discussing devolved matters.

Local Campaign Forums

LCFs co-ordinate the activities of CLPs and branches within local authority boundaries for the purpose of securing the return of Labour representatives. LCFs are focussed on campaign delivery, the recruitment and selection of local government candidates and the development of opportunities for wider engagement with council issues.

CLP RULES AND BEST PRACTICE

Constitution

The Labour Party's rule book can be found online at members.labour.org.uk/rules-and-procedures. The Labour Party rule book speaks generally about the structure and aims of the party, as well as more specific information about setting up a CLP to key officers.

Financial Rules

Membership fees for both individual members and affiliated groups have to be paid by the end of December. The fees will be split between head office, regional offices, and your CLP. After the annual meeting of the CLP, the CLPs annual report, which includes account information, must be sent to the General Secretary of the NEC.

Acceptable Behavior

The CLP's job is to act as a bridge between the Labour Party and its members and so should always strive to ensure a welcoming environment. All members have a duty to conduct themselves in a comradely and friendly manner at all times.

Equal Opportunities

At least three of a CLP's key officers must be women. If you choose to have more officers in addition to the key officers, women must be equally well represented among those officers. The Labour Party is a democratic socialist party; people of all social groups, genders, races, and walks of life are welcome, and diverse membership is encouraged. A just and innovative society must promote equal opportunity for all regardless of differences. To that end, all members of the party within the constituency should be able to contribute to the making of policy and the future of the party.

Accessibility

The party and its activities must be accessible to all members. Suggestions to make Labour meetings and activities more accessible include:

- Holding events in stair-free or otherwise accessible venues.
- Providing a sign language translation or subtitles on a recording. Up to 5,400 members of the Labour Party in Scotland have partial or full hearing loss and these measures could drastically increase how much they can participate.
- Using Easy Read text in communications to members.
- Participating in disability awareness training.

Everyone has valuable and unique experiences to bring to the party. By making a few easy changes, we can make meetings more accessible and welcome so many more members who have important ideas about the future of the Labour Party. More information on making sure that your CLP is accessible to all members can be found at members.labour.org.uk/rules-and-procedures

YOUR CLP OFFICERS

Taking on responsibility at a local level can be one of the most rewarding parts of being a Labour Party member.

Officers should be elected once a year at the general meeting or replaced when necessary throughout the year.

The officers that must be elected (key officers) are Chair, Vice-Chair, Vice-Chair Membership, Secretary, Treasurer, Policy Officer and Women's Officer. At least three of the first six positions must be occupied by women. More information on the roles of key officers can be found at members.labour.org.uk/members--supporters. If your CLP needs help engaging women members you should contact scotlabwomen@labour.org.uk.

CLPs should also elect additional officers for specific issues or to help with the day to day running of the CLP (suggested positions detailed later in this booklet). Most of the time these additional positions will be elected at the same time as the Key Officers and will have full voting rights on the Executive. If the positions are intended to be purely functional, and therefore without voting rights, this should be made clear prior to the election.'

REQUIRED OFFICERS

Chair

The Chair is responsible for calling meetings, ensuring the CLP operates fairly, and making sure that protocol is followed. A CLP Chair should have good inter-personal skills as they need to coordinate the efforts of the other officers. The role requires impartiality, co-ordination, diligence and excellent communication and leadership skills.

Key responsibilities include: overseeing the strategic direction of the CLP; building and supporting an effective officer team; chairing CLP meetings in a fair and open way in accordance with Labour Party rules.

You can find more information on the responsibilities and activities of a CLP Chair here:

labour.org.uk/activist-hub/local-party-resources/local-party-guides/local-roleholder-descriptions/clp-chair/

Secretary

A dynamic CLP Secretary can ensure an outward-looking and vibrant local Labour Party. The CLP Secretary is a Labour Party figurehead in the constituency and it is the Secretary who makes the party a welcoming and effective unit. This role suits an organised individual who can work as part of a team and juggle different responsibilities.

Key responsibilities include: working with other officers to put together a CLP development plan with specific targets for community organising and capacity building; setting up effective



communication systems; maintaining accurate contact details for members through Organise, providing membership information to other officers and notifying members of meetings (in partnership with the Chair).

You can find more information on the responsibilities and activities of a CLP Secretary here labour.org.uk/activist-hub/local-party-resources/local-party-guides/local-roleholder-descriptions/clp-secretary/

Vice-Chair

The Vice-Chair will take over if the Chair is unable to attend a meeting or needs assistance.

Vice-Chair (Membership)

The Vice-Chair (Membership) officer should work closely with the CLP Secretary to ensure the local party continues to grow and remain diverse and inclusive. The Vice-Chair (Membership) acts as a direct liason with members and should take the lead on recruiting new members and retaining existing members, and making sure that all members get as much as they possibly can out of their membership.

Key responsibilities include: staying in touch with members and following up with members whose membership has lapsed; promoting membership providing resources for members; encouraging people to come to events and activities; providing a welcoming and supportive environment.

You can find more information on the responsibilities and activities of a CLP Vice-Chair (Membership) here labour.org.uk/activist-hub/local-party-resources/local-party-guides/local-roleholder-descriptions/membership-officer/

Treasurer

The Treasurer plays a key role, ensuring the local party complies with party funding laws as well as helping the CLP build the resources it needs to run effective campaigns by setting budgets and fundraising targets.

Key responsibilities include: ensuring compliance with party and legal rules and guidelines on political funding; keeping accurate financial records throughout the year; producing an Annual Statement of Accounts to identify and report donations and loans at the end of each quarter; producing a yearly budget and fundraising plan for the CLP. CLP Treasurers are supported by the Governance and Legal Unit at Head Office.

You can find more information on the responsibilities and activities of a CLP Treasurer here labour.org.uk/activist-hub/local-party-resources/local-party-guides/local-roleholder-descriptions/clp-treasurer-role-description/

Policy Officer

The CLP's Policy Officer will have a lead role in bringing the Labour Party's people-powered policy making processes, the National Policy Forum (NPF) and Scottish Policy Forum (SPF) to life. It is your responsibility to offer members meaningful opportunities to play their part in developing Labour Party policies, and to help members learn about and engage with current Labour Party policy consultations.

A strong CLP Policy Officer will help to facilitate discussions around policy topics, inform members about the process of party policy formation, encourage members to take part in consultation events and formulate policy submissions around issues that are important to them and facilitate their submission to the Party.

You can find more information on the responsibilities and activities of a CLP Women's Officer here: <https://labour.org.uk/activist-hub/local-party-resources/local-party-guides/local-roleholder-descriptions/clp-policy-officer-role-description/CLP-Policy-Officer>

Women's Officer

The Women's Officer is the key representative of women members on the executive of the CLP, and works to ensure that women are fully involved in the work of the local party. They also take a leading role in making sure that the campaigning work of the constituency reaches out and engages with women voters.

As Women's Officer you need to be friendly and approachable, organised, able to run events, and above all be prepared to work hard to ensure that women members have a strong voice within the local party.

You can find more information on the responsibilities and activities of a CLP Women's Officer here: labour.org.uk/activist-hub/local-party-resources/local-party-guides/local-roleholder-descriptions/womens-officer/.

RECOMMENDED OFFICERS

Disability Officer

The Disability Officer is the key representative of disabled members within the CLP, and works to ensure that disabled members are fully involved in the work of the local party, as well as taking a leading role in making sure that the campaigning work of the constituency reaches out and engages with disabled voters. You should be friendly and approachable, organised, able to run events and above all be prepared to work hard to ensure that disabled members have a strong voice within the local party.

You can find more information on the responsibilities and activities of a CLP Disability Officer here: labour.org.uk/activist-hub/local-party-resources/local-party-guides/local-roleholder-descriptions/disability-officer/

Campaign Coordinator

The Campaign Coordinator should be able to organise campaign events including fundraisers, leafleting, and bringing in Labour officials to speak to the CLP. Even more than the other members of the CLP, the Campaigns Officer should be up to date on Labour policy and current political issues.

You can find more information on the responsibilities and activities of a CLP Campaign Co-ordinator here labour.org.uk/activist-hub/local-party-resources/local-party-guides/local-roleholder-descriptions/campaign-co-ordinator/

BAME Co-ordinator

As CLP BAME Co-ordinator, you're the key representative of BAME members within the CLP, and you will work to ensure that BAME members are fully involved in the work of the local party,

and you'll take a leading role in making sure that the campaigning work of the constituency reaches out and engages with Black, Asian and Ethnic Minority voters.

You should be friendly and approachable, organised, able to run events and above all be prepared to work hard to ensure that BAME members have a real voice within the local party.

You can find more information on the responsibilities and activities of a CLP BAME Co-ordinator here labour.org.uk/activist-hub/local-party-resources/local-party-guides/local-roleholder-descriptions/bame-co-ordinator/

LGBT Officer

The LGBT Co-ordinator is the local representative of LGBT members within the CLP, and works to ensure that LGBT members are fully involved in the work of the local party. They also take a leading role in making sure that the campaigning work of the constituency reaches out and engages with LGBT voters in the community.

You can find more information on the responsibilities and activities of a CLP LGBT Co-ordinator here labour.org.uk/members/my-membership/my-local-party/local-team/clp-lgbt-officer/

Youth Officer

The Youth Officer is essentially a chair of the Young Labour group within the CLP. The youth officer should organise activities for youth members and make sure youth members participate in other Labour activities. The Youth Officer should be well connected with other young members of the CLP, and the national Young Labour and Scottish Young Labour Committees.

Social Media Officer

The Social Media Officer is in charge of keeping social media accounts up to date and encouraging other members of the CLP to engage with the CLP's social media accounts and content. The social media officer should be familiar with a variety of social media sites including Facebook, Twitter, and Instagram, as well as the Social Media Code of Conduct, which can be found here scottishlabour.org.uk/members/party-members/rights-and-responsibilities/social-media-code-of-conduct/.

Community Engagement Officer

The Community Engagement Officer is responsible for building links with local community groups and activists. Working alongside the Campaign Coordinator, they should take the lead in identifying and delivering effective issue-based campaigns.

TOP TIP: WHY NOT USE JOB SHARES TO TRAIN THE NEXT GENERATION?

Following a recent rule change it is now permitted to job share Executive positions. This is a great opportunity to ease a new person into a more prominent role without losing the experience and expertise of more established role holders.

CLP MEETINGS

CLP meetings are very important and you should spend time making sure that they are well organised and well run so that members can get the most from them. They are the main forum for party members to come together, discuss policy, hold elected representatives to account, and decide the activities of the constituency.

They are an opportunity for members to connect with one another, to learn about the Labour Party, and to ignite discussion amongst our membership.

Meetings should be held regularly - usually this means a meeting is held every one to two months. Meetings are often scheduled during the previous meeting, but notice of every meeting should be given to all members in the CLP at least seven days before every meeting, so that everyone has the chance to attend.

Before any meeting, general or annual, notice should be given about what will be discussed. Make sure that all necessary arrangements like booking a room have been made before scheduling a meeting. One to two hours should be adequate for a meeting.

At your CLP's general meetings, the CLP should try to discuss one of Labour's six big policy areas: education, health, business, economy and tax, housing, and equal opportunity. These meetings are meant to connect the members with the Labour manifesto, educate new members on Labour's policies, and contribute to the formation of Labour's policies.

Throughout the year the members of the CLP can hold a policy forum to discuss how Labour's policies can be changed to be more effective. Speakers at these meetings can be elected Labour officials, members of organisations who work in the relevant policy area, or community members involved in these issues.

The goal is to become better educated on what issues are affecting the people of Scotland and how Labour can bring about real change.

Some discussion questions have been provided for each topic in the Appendix of this guide.

After these meetings you should think about next steps you can take. How can you take what you've learned in these meetings and create better connections with your community?

CASE STUDY: ANGUS CLP

Whilst CLP meetings are the bread and butter of the Labour Party, why not change things up a bit by holding informal discussions or activity based meetings from time to time? Angus CLP have had a lot of success holding informal events that are open to all - on one occasion meeting with local people from the fishing industry in a local pub to talk about the Common Agricultural Policy post-Brexit.

The pub won't be a suitable venue for everyone but moving meetings into communal spaces is a great way to make meetings more interesting and encourage new people to attend.

FAQS

Q. Who is eligible to attend CLP meetings?

A. Paid up members resident within the CLP area are eligible to attend and participate in CLP meetings. Other guests, such as Councillors, MSPs, MPs, speakers etc. who are not otherwise eligible members may be invited to attend a CLP meeting but will not have voting rights.

Q. How much notice should be given of a CLP meeting?

A. The Secretary should inform, in writing, all members that are eligible to attend at least 7 days prior to the meeting. Such notice should, as far as possible, give an indication of the business to be transacted at the meeting.

Q. How much notice should be given of an Annual General Meeting (AGM)?

A. Formal notice of an AGM should be made in writing at least 28 days prior to the meeting. A notice detailing the business of the AGM should be sent to all eligible members at least 7 days prior to the meeting.

Q. How are Executive Committee positions elected?

A. For Executive Committee positions, candidates should be nominated and seconded from the floor and voting should be conducted by secret ballot using the preferential vote system.

Q. How much notice must be given for a valid motion to be brought before the CLP?

A. Motions must be submitted to the CLP at least 14 days prior to the meeting at which it is to be discussed. Motions can only be accepted from members entitled to attend and participate in the meeting. Validly received motions for discussion should be made available to those entitled to attend with the notice and agenda of the relevant meeting.

Q. What about Emergency Motions?

A. Emergency motions must be sent in writing to the Secretary as soon as the nature of the emergency allows, before the commencement of the meeting. Emergency business and motions may be accepted by the majority of the meeting on the recommendation of the Chair, who shall interpret the term 'emergency' in a bone fide manner.

Q. How are motions voted upon?

A. Voting is normally by a show of hands unless a majority of members present and voting at a meeting decide to proceed to a paper ballot vote instead.

Q. How long should a member be allowed to speak for when debating a motion?

A. A speaker should not normally be allowed to speak for more than 5 minutes, unless the meeting agrees that they should be 'further heard' for a specified period. Speakers should address the Chair and should only speak once on any motion, except by permission of the Chair and providing that the mover of the motion is allowed to reply without introducing a new matter for debate.

Q. What is a Quorum and what level is it currently set at?

A. A quorum is the minimum proportion of the overall eligible membership that must be present at a meeting in order for decisions taken to be valid. Following the recent Democracy Review, model CLP Standing Orders set the Quorum at 5% or 75 (whichever is lower).

Q. What if a CLP does not meet the Quorum?

A. If a CLP meeting is inquorate, any decisions its takes will require to be ratified at the next available opportunity (ie the next meeting that is quorate).

Q. Who decides if the rules or standing orders have been breached at a meeting?

A. Any member can raise a Point of Order if they feel the rules haven't been followed. The Chair's ruling, however, will be final unless challenged by at least 4 members and agreed, without discussion, by two-thirds of those present.

Q. Where do you find the standing orders?

A. Standard CLP Standing Orders are in the Rule Book however these can be amended at an AGM or EGM (extraordinary General Meeting) so long as 28 days' notice is given. Changes are subject to approval by the Scottish General Secretary.



OTHER CLP ACTIVITIES

CAMPAIGNING

A big part of a good local campaign is showing that your local Labour Party is active all year round, engaged with the local community and active on the issues local people care about. That means you need to have a robust plan of communicating with local residents that is implemented across a range of local communications channels and where your key messages are repeated over time.

The Labour Party is a grassroots campaigning organisation and we rely on our members volunteering their time to campaign and get our message out. Campaigning is also one of the main ways CLPs get involved with the Labour Party. It is only through the campaigning that we can secure the power to make real change, so it should always be a top priority for your CLP.

Not all campaigning in the Labour Party is around elections, we campaign year-round on issues affecting our local communities, from stopping the closure of vital local services, to supporting the good work being done in our local communities through our Community Challenge project.

Campaigning is simple to do and a fun way for members to contribute to the party. We rely on members speaking to their friends, family and neighbours to spread our message and share our values. You are the best advertisement Labour has!

All members of CLPs should be given adequate notice before campaigning events to encourage as many people as possible to join it. You should also invite local Labour politicians to your events. With campaigning it really is a case of "the more the merrier"!



Campaign Ideas

You can campaign in a variety of ways and you should try to make sure that your CLP is doing a mixture of different types of campaigning, especially ahead of elections. You will often find that members have individual preferences about what type of campaigning you prefer, so you can form several teams responsible for canvassing, street stalls, social media, etc.

Canvassing

The most effective form of communication you can have with a voter is meeting them face to face. Visiting voters presents a valuable opportunity to have a meaningful conversation about Labour's values and accomplishments. Our goal is to establish a connection between the voter and the Party, through the volunteer. No amount of leafleting, street stalls or social media activity can act as a substitute for taking the time to have a personal conversation with a voter.

The way we organise and drive this activity is through organising voter persuasion campaigning. Recording the information that we collect during the course of our conversations with voters and storing it in Contact Creator helps us to keep track of who is thinking about voting Labour at the next election so that we can remind them to vote on polling day. Over time, canvassing gives us a picture of the constituency and individual voters so we can better understand what matters to voters in our local communities.

Telephone Canvassing

While less effective than meeting a voter face to face, telephone canvassing is another way in which we can have meaningful conversations with voters. You might want to use telephone canvassing to reach voters in inaccessible areas or to follow up with people who were out when your canvassing team visited their street. You can produce reports on Contact Creator that are specifically for telephone canvassing.

Leafleting

Delivering leaflets and other campaign materials is a common way of CLPs reaching out to local residents. By putting out clearly branded, good quality campaign print, you can over time build up the brand of your local party as an active, positive, campaigning force for your local community. There is a range of different types of printed materials available through our online template system, Campaign Creator.



Key items you should think about including in your campaign are calling cards for door knocking teams to deliver to people who aren't home when they call, leaflets reporting on Labour's local campaigns, direct mail that is personally addressed and can contain different messages based on Voter ID, and "Get Out The Vote" (GOTV) materials to remind people to vote on polling day.

If your CLP would like to get leaflets, you should contact your Scottish Labour Organiser who will let you know what material is available.

Street Stalls

Street stalls can be used to raise the profile of your local party, particularly on special days in your local area or high-profile campaign days. For example, if you live in a town or city you may wish to host a stall at your local LGBT Pride event, or young members may want to have a stall at the local college or university Fresher's fair. You could have a street stall on your local high street to launch the campaign of a new candidate, or at a train station to highlight a transport campaign.

You should try to make street stalls inviting and interesting - the purpose of a street stall is not only to be seen but to interact. As well as leaflets and merchandise, you should take petitions or sign-up sheets so that you can record the names and contact details of people who support your campaign. You could also have an interactive feature, for example you could ask people to place a button in a jar to vote on their top priority for the local area. You can talk to your Local Organiser for more ideas.

Social Media

Social media channels like Facebook and Twitter are a great way to spread ideas to large numbers of people.

Once you have created an account for your CLP, you should follow other Labour social media accounts and social media accounts from your community. Designate a member of your CLP to keep your social media accounts up to date. Use your social media accounts to repost Labour Party and Scottish Labour posts or event announcements or announce events of your own. Encourage other members of your CLP to follow your accounts so your message can reach more people. Important announcements or events in your community can also be posted to your CLP social media accounts. Posting messages about your community will increase the number of non-Labour members who follow your accounts.

There are guides to making the most of social media available at scottishlabour.org.uk/members/get-involved/campaign-hub/.

BUILDING CAPACITY

A key aim of your CLP should be to build relationships with the local membership and build up their ability to campaign and affect change. You can build up your local campaigning capacity through a number of activities.

Members Emails

A regular campaign bulletin to members advertising upcoming campaigning events is a quick and easy way to raise awareness that your local Labour Party is active and campaigning. When advertising campaigning sessions start with a thank you to everyone who came out last time, make your email friendly for first timers, and make sure that you include the time, date and meeting point for upcoming campaigning and events. Above all your email should be clear.

You can send great emails easily through the Labour Party's volunteer management tool, Organise.

One-to-ones

For most people to choose to get involved in a campaign, they need an element of personal contact. A weekly email is useful, but without personal follow up it probably won't yield massive returns. The most effective way of building capacity is to take the time to meet or call potential activists, and talk about how they want to contribute to the campaign. Remember to listen to what the volunteer is saying and identify a way they can contribute that both works for them and contributes to the goals you are working to achieve.

If you are organising a campaigning event in a particular ward, phone the members of that ward and personally ask them if they are able to come along. Even if they can't make it, take the time to ask them about their own motivations for joining the Labour Party and whether there is any other way they would like to contribute.

Recruiting New Members

One of the best ways to recruit new members is to be visible in your community. The people of Scotland do not just want to hear Labour's promises, they want to see Labour's work in action. Invite your friends to Labour's social activities like coffee mornings or curry nights. Post about your events on social media and make sure any member of the community feels welcome coming. You know why you joined Labour and why you stayed, so share your experiences! Most importantly, if you know someone who is considering joining the Labour Party or has recently joined, make sure they feel welcomed at the CLP meeting and other Labour events.

TOP TIP: PLUS ONE CAMPAIGN

Why not encourage your existing members to recruit a friend or family member to the party?

Giving each member an application form to take home from every CLP meeting or campaign session they attend will ensure it keeps to the top of their mind.

MOBILISE YOUR MEMBERS

Within your CLP's membership, you've got a ready-made wealth of skills, experience and resources, and making sure you bring out the best in everyone is the first step towards a brilliant campaign. Here are some top tips for turning your members into election winning superstars. Make a mobilisation plan

As with all aspects of your campaign, from voter ID to print, your member mobilisation work will be more successful if you start by making a plan and stick to it. Time spent on member engagement will be well worth it in the long run, and it will help to build your team in the run up to polling day.

Set up a sub-team. Ask volunteers to put themselves forward to lead on member mobilisation, engagement and recruitment. Your team could be headed up by your Vice Chair (Membership), and this group can take responsibility for putting together your engagement plan, calling round members, carrying out one-to-ones and following up on leads.

Build mobilisation into all your activity. Hold a member mobilisation phone bank after your CLP or branch meeting, hold a briefing for new or inactive members before you go door knocking, or organise a lunch or social after you've been campaigning so that new members can get to know other members in your CLP. That way, you're not asking volunteers to give up too much more of their time.

Set targets. As with voter ID, set targets for your member mobilisation. Aim to get three new campaigners trained up on a Saturday door knocking session, or to call round 20 inactive members at a phone bank.

Great communications

Start a regular campaign bulletin. A fortnightly all member email is an easy way to remind members that your CLP is active and campaigning. Remember to add all your campaign events to labourorganise.com/events/create so members can easily check when the next campaign event near them is taking place. We know that people are more likely to turn up if they've RSVP'd, so remind them to let you know they're planning on attending, so you know how many people to expect, and so you can follow up afterwards.

Hold a mobilisation phone bank. Local contact is one of the most important factors in members' level of engagement with their CLP. Phone canvassing isn't just for engaging with voters.

CASE STUDY: CATHCART CLP's 'BUDDY SYSTEM'

Keen to increase the proportion of new members that become activists, Cathcart CLP have developed a 'buddy system' where new members are assigned a member of the CLP Executive to act as a buddy.

This ensures that all new members have a point of contact and know at least one friendly face before their first party activity.

If adopting this approach in your area, try to match the new members with the most appropriate Executive member - for instance asking the Youth Officer to act as the point of contact for new young members.

it's also a great way to have a conversation with members in your CLP and let them know how they can get involved. If you're campaigning in a particular ward, call round members in that ward and ask them to come along. Even if they can't make it this time, you've started a conversation which will hopefully help them to make the next step to get involved next time.

You can now also call members using Dialogue, and you can record members' interests, skills and engagement on Organise, the Labour Party's volunteer management system. Simply share the list of contacts with your team via Organise so you can divide up your calling.

Follow up. When a member has been along to their first campaign session or phone bank, give them a call or drop them an email to ask them how they found it, and let them know what they can get involved with next.

That personal contact means they're more likely to come back next time, and it gives you an opportunity to address any barriers or talk through anything they didn't like or didn't understand.

If you collect signatures on a street stall, or speak to someone on the doorstep who might be interested in joining, you can follow up with them and let them know how they can get involved with Labour's campaigns. You never know – they might become your newest member.

Build a strong team

Decide on your campaign team structure. Part of being a good campaign leader is identifying the people who can help deliver your campaign – you won't be able to do everything yourself. There are so many different tasks involved in running a successful campaign, and the key is ensuring that each element is covered. There are several different models you can use for establishing your core team:

Campaign Co-ordinator-led	Central team-led	Ward-led
One person leads on developing a campaign plan with input from key stakeholders such as Councillors, MPs and EC members. Once the plan is agreed, responsibility for each part of the plan is given to different people within the CLP.	A strong central team, with each team member or sub team responsible for a different element of the campaign. Running canvassing sheets, coordinating leaflet rounds, member mobilisation and so on.	A key person in each ward, (it could be the candidate themselves, or someone else in the ward), leads on activity for that ward, working to an overall campaign plan agreed by the CLP.

■ **Identify your leads.** Leads are anyone who've said they're interested in getting involved; that could be anyone from a member who has RSVP'd to a campaign event, to someone who signs up to help via the national website. Make sure all leads are followed up with a phone call or email letting them know how they can get more involved. Again, this can add up to a lot of work on a busy campaign, so think about asking Branch Secretaries, ward co-ordinators or volunteers to help with this.

■ **Organise one-to-ones with members who have told you they're interested in getting more involved.** They're a really effective way of finding out more about your members and what their interests and motivations are. Try to hold the one-to-one somewhere friendly and informal like a coffee shop, and at the end of the chat, aim to get a commitment from them to campaign or get involved in another way.

- **Build relationships with neighbouring CLPs.** Not all parts of the UK have elections every year, so why not ask neighbouring CLPs without elections this year to help out. You could invite them along to your fundraisers, or ask if someone from your CLP can attend their next EC meeting to let them know how they can help, and what's at stake. If neighbouring CLPs help you out now, you can return the favour in the future. Don't forget to give them a warm welcome, and to thank them for coming. That way, they're more likely to come back!

- **Take team photos.** Make sure you have a team photo for each ward that can be used during the campaign on leaflets, social media and press releases. **Always post your photos to social media as landscape or square dimensions - avoid portrait.** Crop your photos to landscape or square before posting if you have to.

- **Set clear responsibilities.** Make sure everyone is clear what they're responsible for - no one wants to repeat a job that someone else has already done.

Make your campaigning and events engaging and inclusive

Door knocking will of course be one of the biggest components of your campaign, and one of the things you'll most need to build capacity for. We all remember the first time we went door knocking, and know that the idea of knocking on someone's door can be daunting if you've never done it before, but there are lots of ways to make it less intimidating:

- Think about buddying up new campaigners with more experienced members to show them the ropes for the first few doors.

- Hold a quick briefing at the start of each session so new volunteers know what to expect.

- Remind members that they don't need to be a policy expert, and brief them on relevant local issues at the start.

- Run a campaign training event where members can find out more about door knocking before testing out their new skills.

- Training is a great way to build members' confidence and get them campaign-ready. The Scottish Labour Party has a training programme that members can take part in, or you could think about organising your own, or team up with neighbouring CLPs.

FUNDRAISING

Online

Each CLP has a designated space on the Labour Party website to collect online donations, which will be paid into the CLP bank account. Email scotland@labour.org.uk or contact your local organiser to find out your CLP's unique URL.

Standing Orders

Many Labour members agree to set up a standing order in addition to their normal membership fees, to make a regular donation directly to their local party.

When planning your budget for an upcoming election, you could phone members and ask if they would be willing to set up a small standing order - £5 a month from a small proportion of your membership could add up to a significant boost for your CLP's finances.

Fundraising Events

Fundraising events should be fun and interactive. Many CLPs schedule a number of high profile fundraising events, like dinners or garden parties, which become a regular event for members. Some events that tend to be popular fundraisers include curry nights, summer

BBQs, Christmas parties, coffee mornings, races, raffles or lucky numbers schemes.

Fundraising events can be significantly boosted if you are able to secure a good speaker for your event. You are more likely to secure a good speaker if you can be flexible with your date. The Scottish Labour Party has an external speakers network of organisations that are willing to provide speakers for CLP meetings. Email scotland@labour.org.uk or contact your local organiser for more details.

In advance of the event ask for donations of good prizes from your members, and your local MSP.

Make sure that you get the ticket price right. Make sure that your costs (such as meals) aren't so high that they eat into your profit. Often informal and intimate events raise the most money.

It is important to regularly and repeatedly advertise your event. You should phone and message members individually to remind them to buy a ticket. You should also encourage other supporters who are not part of the Labour Party to participate in fundraising events. If done correctly, fundraising events will not just raise money for campaigns, they will double-up as a way to spread Labour's message to other members of the community.

JOINT MEETINGS

If it is geographically feasible, your CLP might wish to work with neighboring CLPs. Working with neighboring CLPs will help you better understand issues in your broader region and come up with better ideas for how to address the issues. Two heads are better than one!

If there are university Labour groups near you, you should make an effort to hold a joint meeting with them as well. Students are part of your community and can give you a youth perspective, plus they can be a great help when it comes to campaigning!

Holding joint meetings with university Labour groups can be beneficial to you both of you; they can help you come up with ideas for social media and activities, and you can show young Labour members that they have a home after university.



RESOURCES AND TOOLS

Members Centre

labourmembership.com

MemberCentre is the Labour Party's online membership database. It is designed to make contacting members in your area as easy and efficient as possible, and also allows CLPs to run reports, update details and keep their information up to date. This is a particularly useful resource for CLPs because you can see who has recently joined the Labour Party within your region and invite them to meetings and events.

Membersnet

members.labour.org.uk/home

The Campaign Resources section of Membersnet contains all of our latest campaign materials, including campaign packs, graphics, model copy and model press releases.

This page is frequently updated with everything you need to help you campaign in your constituency. The page is divided into five sections: Membership & Supporters, Resources for Organisers, Legal Advice, Graphics Library and Campaign Handbooks and Guides. Membersnet also contains information about best practices as well as training resources and webinars, and guides to using campaign technology including Contact Creator. There are also links to the Labour Party Rule Book and other important documents such as reports from UK Conference.

There are also recordings of training sessions on Membersnet for you to watch again in your own time.

Labour Connects

connects.labour.org.uk/

The Labour Party offers support for all CLPs in creating high quality localised print through Labour Connects - formerly Campaign Creator. You can use Labour Connects to create local campaign artworks using professionally designed templates, print your artwork using the Labour Party's network of print partners, benefit from the Party's national price plan, and Campaign online by creating localised infographics.

We recommend you use Labour Connects or both creating and printing your local campaign materials. Using Labour Connects means you will always get a product that looks professional, reflects the Scottish Labour brand and that you know was printed by a responsible and reliable supplier. With Labour Connects you benefit from cheaper print prices, and guaranteed turnaround times.

Using Labour Connects also gives you access to the Asset Library – photos, copy and other resources useful when planning your print campaign. The Asset Library includes Stock photos and Model copy on national Labour campaigns. You can also upload your own assets to drop into your leaflets and share with other Labour Connects users.

Contact Creator

contactcreator.org.uk

Contact Creator is the Labour Party's online voter database. Local parties can use the part of that database that covers their constituency to create customised lists of local electors in a

variety of formats, including:

- Voter ID sheets
- CSV files
- Polling day WARP / GOTV sheets
- Property lists
- Statistical reports
- A variety of other formats

If you want to be able to access Contact Creator for your CLP, you should contact your local Contact Creator administrator. If you don't know who your local administrator is, you should ask your CLP Secretary.

Organise

labourorganise.com

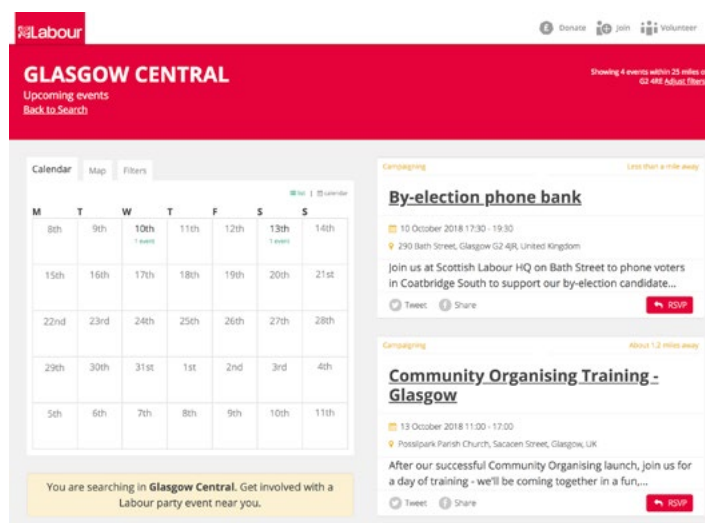
Organise is the Labour Party's all-new volunteer management and communications tool. The platform, freely available to all CLPs, will provide campaign organisers with an integrated set of tools for building activity locally. From passing on volunteering sign-ups from Labour's national website, to allowing you to easily contact everyone who has RSVPed to an event, Organise is designed exclusively with Labour local organising in mind. Organise includes an easy to use email tool and a simple modern interface, helping you spend more of your time campaigning and less time wrangling with data.

Events

labourorganise.com/events/create

Events is our primary way of making sure members in your area know what's happening. To set up an event, you just need the time, location, name, and a brief description of the event. Our customisable address field and map means you can always make sure your volunteers know exactly where to meet you.

When a member or supporter visits events.labour.org.uk, they can search for events near them. All events within 25 miles are shown by default, with events in someone's own constituency promoted first.



National mobilisation efforts will often include links to events in a member's constituency, so you should always try and ensure you have upcoming events listed.

Reach (formerly Promote)

reach.labour.org.uk

Reach is a Labour Party tool which enables users to place targeted social media content in front of select audiences, including audiences defined entirely within Contact Creator. It gives you analytics tailored to political campaigning so you can judge the effectiveness of your ads.

Paid digital advertising is different from regular, 'organic' social media posts. With paid digital advertising, you know exactly who sees your content, and can tailor messaging accordingly, and you reach new audiences who do not follow you on social media.

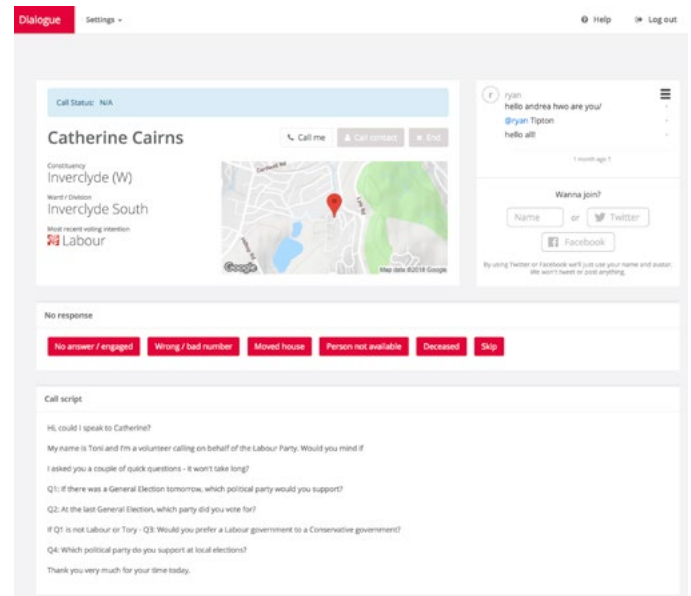
Dialogue

dialogue.labour.org.uk

Dialogue is our online phone banking tool that enables members to phone canvass wherever they are in the UK. To use Dialogue, all you need is a phone and a laptop or tablet.

To get started, watch the 'Introduction to Dialogue' video. Entering your telephone number allows you to select from a range of calling options. In all cases the systems dials out to you, meaning you don't pay for calls to voters or 'use your own number'. The 'Help' page contains all the information you need to get started with Dialogue.

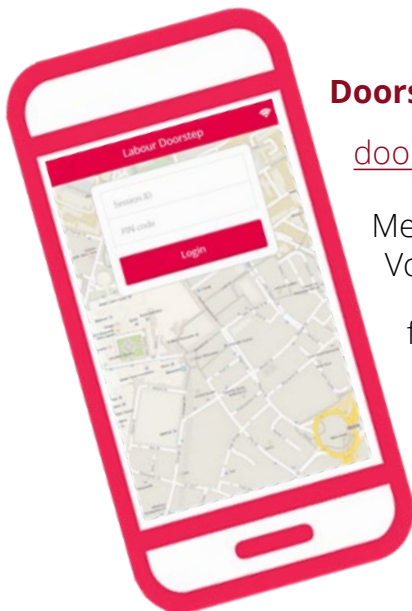
To use the tools in this guide, you need to have created a Labour Login, our universal login for Labour Party digital services. If you haven't already created an account, click on the 'activate your account' button at my.labour.org.uk.



Achieve

achieve.labour.org.uk/

Achieve is our eLearning platform, aimed at new members, experienced role holders, and everyone in between. Achieve uses an innovative mix of interactive activities and video and takes learners through a series of pathways to skill our members up for future campaigns and prepares them to take on new roles. Achieve works on computers, tablets and phones - all you need are your MyLabour login details.



Doorstep App

doorstep.labour.org.uk

Members can now use the Labour Party's new Doorstep App to record Voter ID on your mobile phone or tablet while out on the doorstep. A

full guide on how to use the Doorstep App is available at members.labour.org.uk/campaigntechnology.

Vote
Scottish Labour
Scottish Labour

Scottish Labour Party, built at 290 Bath Street, Glasgow, G2 5SE. Printed by Euros Labels/Printnet, Junction 4, York, 119 Maddox Road, London, SW19 0QT 0517 177 Promoted by Grant & Finch, 5500
Scottish Labour Party, built at 290 Bath Street, Glasgow, G2 5SE. Printed by Euros Labels/Printnet, Junction 4, York, 119 Maddox Road, London, SW19 0QT 0517 177 Promoted by Grant & Finch, 5500

BUILDING YOUR CLP: APPENDIX 1

COVID-19 UPDATE

The lockdown and public health restrictions have meant that we have had to change the way we conduct internal business, communicate with members and campaign.

Our priority is the welfare of our staff, members and communities, and we strongly encourage everyone to follow government advice at all times, which can be found at www.gov.scot/coronavirus-covid-19/.

The Scottish General Secretary will keep CLPs informed as and when the guidance around formal or physical meetings changes.

However, here are some recommendations we have for continuing to build your CLP during this time.

- While physical meetings remain prohibited, informal meetings with members via video-conferencing platforms like Zoom or MS Teams are a great way to keep members engaged and boost morale. Since meetings will not follow the usual structure, you may want to think about choosing policy topics for discussion, or getting speakers involved.
- First and foremost we are a community, and it is vital that we all look out for each other at this time. Try to organise for a group of active members in your CLP to call through all the members, providing some company for vulnerable members and checking if anyone is in need of support.

To help with signposting any members towards the support or advice they need, we have collated a list of relevant services which can be accessed [here](#) and a script to ensure GDPR compliance can be found [here](#).

- Many new members have joined the Party since the General Election but have been unable to participate in normal activities due to the lockdown. It has been shown that members are more likely to get involved and stay in the Party if they are engaged early on, so try to contact all of the new members in your CLP regularly by phone or email to discuss why they joined, their experience, what they care about most, and what they would like to get involved with.
- You may want to use this opportunity to try out some new ideas to get members engaged, for instance starting up an online book group or hosting regular quiz nights on Zoom or Microsoft Teams.

- Keeping your local members informed of what's going on in the constituency is a great way to improve engagement and turn members into activists.

A CLP Members Booklet is a great way to do this, and a template can be found on [Labour Connects](#). Please take the opportunity afforded by the lockdown to build one localised for your CLP, and advise us on member's views on what should be included in future.

- While many people are spending more time at home, now is a good chance to remind members about the training modules on Achieve.

The Party has short video guides on a number of topics such as campaigning techniques and internal Party structures which are available to all members at www.achieve.labour.org.uk using your MyLabour login.

BUILDING YOUR CLP: APPENDIX 2

MEETING TEMPLATES

AGENDA

Meeting of Anytown CLP [Date]

Apologies and Welcome

Minutes of previous meeting

Correspondence

Political Education

Reports from elected members MSP's and Council

Financial Report

Update on Campaigns

Hall collection

MINUTES

Minutes of Meeting of Anytown CLP [Date]

Welcome – members were welcomed by the chair etc.

Apologies – as per sederunt

Minutes – of the previous meeting were read by the secretary

Correspondence – sent in by

Political Education – invited speaker spoke about one of Labour's policy areas

Elected Representatives Reports – given by key officials

Finance report – given by treasurer

Campaigning – elected official gave report about campaigning events

Next Meeting – date of next meeting given and possible topics discussed

BUILDING YOUR CLP: APPENDIX 3 USEFUL CONTACTS

UK LABOUR

Membership

For questions about membership, you should contact the membership team:

The Labour Party,
Labour Central,
Kings Manor,
Newcastle upon Tyne,
NE1 6PA

labourmembership@labour.org.uk

Tel: 0345 092 2299

Campaign Technology

The Campaign Technology team provide support for all the Labour Party's Campaign Technology. If you or your team are having problems with Contact Creator, Promote, Campaign Creator or any of the other tools, or for help with your CLP Wordpress website, **contact Campaign Technology**:

campaigntechnology@labour.org.uk

Tel: 0345 092 2299

Safeguarding

It is important that **safeguarding concerns** are reported promptly so that the report can be assessed and action taken to protect the people involved. You must report safeguarding concerns to the Regional Safeguarding Lead or the Safeguarding Unit no later than the next working day that the concern is raised or received. The Safeguarding Unit telephone number is 0207 783 1134.

If any person is at immediate risk of harm or requires medical attention the emergency services should be contacted immediately by telephoning 999. Once the safety and welfare needs of the individual have been addressed the Safeguarding Unit must be contacted as soon as practical.

Complaints

Should you wish to make a formal complaint, the first step is to put your concerns in writing to the National Complaints Team. You should include as much detail as possible, and try to include:

- Summary of complaint
- Dates and times of any relevant events
- Name of individual the complaint is about (if relevant) including any information that will help identify them

- Any evidence that supports your complaint (including screenshots if the complaint relates to social media or other websites)
- Names of witnesses who may be able to provide an account

You can contact the National Complaints Team at complaints@labour.org.uk or you can send your complaint to the below address:

National Complaints Team
The Labour Party
Southside
105 Victoria Street
LONDON
SW1E 6QT

Governance and Legal unit

The Governance and Legal Unit are there to provide advice and support on all elements of internal party rules and structures and Electoral Law.

Tel: 020 7783 1498

For queries on donation reporting and legal guidance on fundraising, email donations@labour.org.uk

Reserved policy briefing and support

The Labour Party can be contacted about specific **policy information at the UK level.**

UK Party Office
The Labour Party
Southside
105 Victoria Street
LONDON
SW1E 6QT

Tel: 0345 092 2299

action.labour.org.uk/page/s/policy-contact-form

SCOTTISH LABOUR

The Scottish Labour Party has a wealth of skills and experience and should be your first port of call for advice, reassurance and practical help.

Scottish Party Office
Third Floor, 290 Bath Street
Glasgow
G2 4RE

scotland@labour.org.uk

scottishlabour.org.uk

Tel: 0141 572 6900

Merchandise

The Scottish Labour Party Campaign Shop is where you can go to quickly order generic Labour Party materials like posters, stickers and balloons, as well as national Scottish Labour Party leaflets and forms.

Some items on the Campaign Shop are only available to Labour members. To make sure you are viewing all the shop items, make sure to log in using your MyLabour details.

shop.labour.org.uk

Policy and briefing support

The Scottish Labour Party Support Unit in the Scottish Parliament can provide you with briefings on Scottish Labour policies to help with local campaigns and media appearances. Please contact press@scottishlabour.org.uk if you have any queries.

Scottish  Labour

Reproduced from electronic media, promoted by Michael Sharpe, Scottish General Secretary, the Scottish Labour Party, on behalf of the Scottish Labour Party, both at 290 Bath Street, Glasgow G2 4RE.