

Get involved in election campaigning – new members



What will the session cover?

- Why we campaign
- How you can get involved
- The 2021 elections
- Further help & information



What motivates us?



**Why did you join the
Labour Party?**

**We joined to change the
country – and that starts by
winning elections**

WHY DO WE CAMPAIGN?



Why do we campaign?

It's in the rule book

Clause 1.

*"The Party shall bring together members and supporters who share its values to develop policies, make communities stronger through collective action and support, and **promote the election of Labour Party representatives at all levels of the democratic process.**"*



Why do we campaign?



To Win
Elections



To Help People



To Have Fun



To Deliver
Labour's Message



To Promote the
Labour Party



To Improve our
Communities



To Identify our
Supporters



To Develop our
Policy Platform

Why do we campaign?

Also

- Winning locally helps us win nationally
- Electing Labour representatives and Labour governments makes a real difference to the lives of so many people
- Find out what people care about, why they support Labour, or why they might have stopped voting Labour



How do we campaign?

By communicating the positive Labour message about our values, our policies and the work of our candidates	Face to face conversation (not at the moment), telephone conversations, leaflets and social media
By listening to voters and taking action on the issues that matter to them	Coffee mornings, resident surveys,
By identifying our supporters or switchers we can build a relationship with them all year round – and remind them to vote on polling day	Candidate conversations, targeted social media & letters, polling day chats!

HOW YOU CAN GET INVOLVED



Campaigning

- Knocking on doors
- Making phone calls
- Delivering leaflets
- Campaigning online
- Community Campaigns
- Street stalls



Knocking on doors

- The most helpful thing you can do at an election and all year round – but not at the moment!
- Talk to people about what matters to them
- Identify our supporters
- Introduce our candidates
- You don't need to be a policy expert – it's a team effort!

Meeting up

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



Having a conversation

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



Taking the details

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



Feeding back

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



Making it fun

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





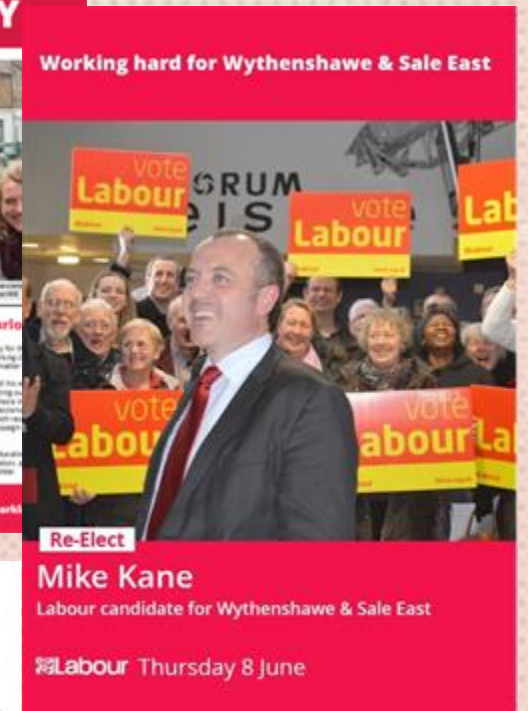
Make phone calls

Dialogue is the Labour Party's online phone banking tool that enables members to phone canvass wherever they are. To use Dialogue, all you need is a phone and a laptop or tablet.

Head to dialogue.labour.org.uk

Leafleting

- Leaflets and letters are crucial to getting our message out
- Both national and local leaflets, most needed at election time but also all year round
- If you can deliver your street or block, that's a great help!



Campaigning online



@UKLabour



/labourparty



@uklabour



Current campaigning guidance

- We have up to date campaigning guidance for England, Wales and Scotland. Our advice is in line with the respective government's advice and we are updating the page with the most up to date advice.
- If advice changes we will update guidance as quickly as possible. If you are unsure or need further information please contact your regional, Welsh or Scottish office.

<https://labour.org.uk/elections/campaigning-during-coronavirus>

Current Campaigns



Early Vote Sign-up Campaign

Early votes, or postal votes, will play a pivotal part in the 2021 elections as more people choose to vote safely from home. Encouraging and enabling Labour voters to sign up for early votes will therefore be a key part of this campaign and beyond.

This resources page contains everything you need to organise a campaign encouraging Labour voters to sign up for early votes

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



Make your voice heard. Sign up for a postal vote. To register for a postal vote and vote early visit
<https://postalvote.labour.org.uk/>

Let's vaccinate Britain Campaign

- Let's lead from the front, let's vaccinate Britain. Then, let's rebuild our country, together. Sign up to volunteer with the NHS - <https://nhsvolunteerresponders.org.uk/i-want-to-volunteer>
- Share info about the Let's Vaccinate Britain campaign on social media – <https://labour.org.uk/issues/campaigns/>
- For campaign guidance during the current COVID-19 government restrictions please see <https://labour.org.uk/elections/campaigning-during-coronavirus/>



Heads Up - Securing the economy

- As part of our opposition day debate, Labour have forced a vote on reversing plans to scrap Universal Credit for around 7pm tonight. Latest graphic attached. More will follow on all social media channels shortly after the vote.
- The pack contains resources to raise awareness about Labour's campaigns calling on the Conservatives to reverse planned cuts to Universal Credit, back local councils to stop council tax rises, and give key workers the pay rise they deserve - <https://labour.org.uk/issues/campaigns/securing-the-economy/>

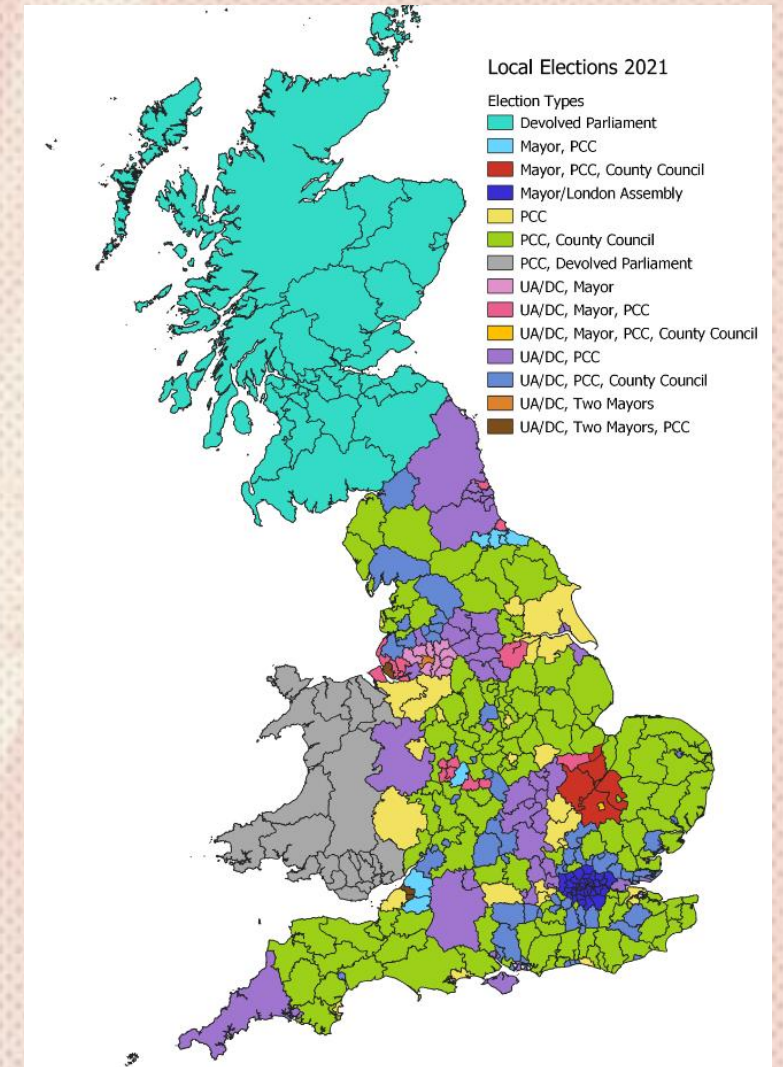


THE 2021 ELECTIONS



2021 elections

- Elections across the country in May 2021
- 5,000 councillors
- 40 Police & Crime Commissioners
- Scottish Parliament
- Welsh Parliament
- Metro Mayors
- Mayor of London & London Assembly



Stand for election



- Stand up for local residents
- Develop better services
- Deliver local change
- Bring your experience
- Need to be a member for a year – but you can start learning about the role and getting involved in campaigns now

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

Upcoming sessions

25-Jan-21 6pm Be a Councillor

Are you thinking about putting yourself forward to stand as a Labour Councillor this year or next? The session will explore the role of a councillor covering workload and responsibilities plus how the process works, from putting yourself forward to getting selected.

<https://events.labour.org.uk/event/324249>

YOUR NEXT STEPS



Our training offer

- Wide range of content – from our history to technology
- Online video training like this at labour.org.uk/training
- E-learning at achieve.labour.org.uk
- Face-to-face training in your local area



Find out more

Take our online e-learning module 'Get involved in Election Campaigns' on our online training hub, Achieve.

And for more detail, look out for the module 'How we knock on doors'.



achieve.labour.org.uk

Five things to do today

1. Get in touch with your local Party and see where they need help
2. Check events.labour.org.uk to find campaign activity in your area
3. Head to Achieve for more training on how to get involved in campaigning at achieve.labour.org.uk
4. Make calls for Labour at dialogue.labour.org.uk
5. Get ready for polling day! Put 6 May 2021 in your diary now.



Get in touch



How to get in touch

Training Team

training@labour.org.uk

Twitter @LabourTraining

Labour Membership |

labourmembership@labour.org.uk

Policy Team

policyforum@labour.org.uk

Twitter @labpolicyforum

Links

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/>

On line meeting guidance

<https://labour.org.uk/online-meeting-guidance/>

Achieve

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

Local resources

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

How we work

<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

