



LABOUR TRAINING

Running effective door knocking sessions

Housekeeping



- When speaking say your name and which CLP you are from
- Slides will be available after conference
- Ask questions and participate
- Share ideas and learn from each other

Aim of the session



We will talk about how to decide where to door knock, what resources you need, how to mobilise for campaigning and how to make sure those who come along come back next time!

What we'll be covering

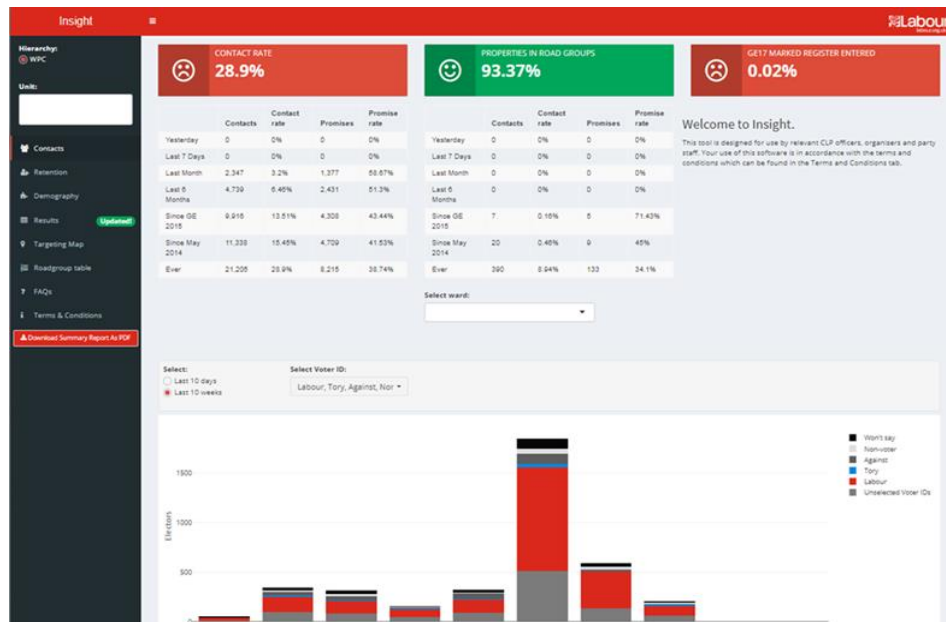


- How to decide where to doorknock
- Involving members and stakeholders
- Training and briefing volunteers
- Being safe and accessible
- What you need to be successful
- Getting great board runners

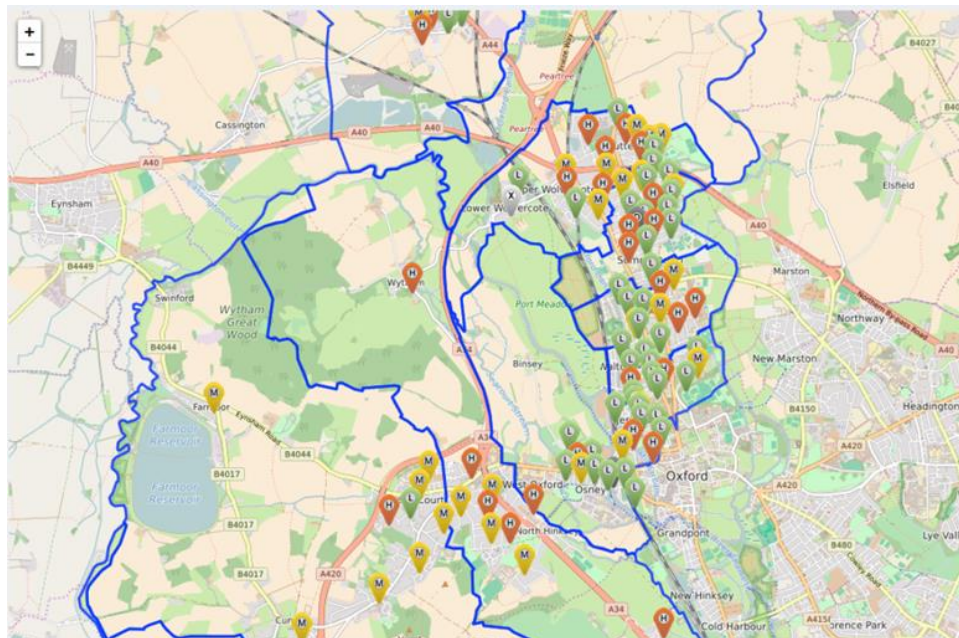


Where to knock on doors

Where should we go?



Insight – Targeting Map



Select a roadgroup from the map

02 Drewitt Godstow
Meadow Mill Rowland Webbs

Rank: **131**

Optimal time to knock: **Day**

Contacts

Last 14 days	0%
Last 2 months	0%
Last 6 months	0%
Since GE17	0%
Since May 2016	17%
Since May 2015	17%
Since May 2014	19%
Ever	187
Uncontacted	299

Voter ID

Labour	39%
Don't Know	14%
Against	18%
Non-voter	5%
Conservative	3%
Lib Dem	12%
UKIP	2%
Green	0%

**And think about *who* to
speak to as well**

Involving members & stakeholders

Involving members



We want to have:

- Lots of members
- Skilled members
- Members to be used effectively
- A positive impact with voters
- Fun!
- Members who want to come back!

Invite members to come along



- Send an email but follow up with a phone call
- Use Events Tool events.labour.org.uk and Organise
- Say that new campaigners will have training
- Give full details of main meeting point and team leader on the day
- Keep a list of those who let you know that they are attending
- Identify additional skills



Involving stakeholders



Let Candidate or MP, MSP, MS, AM, ward Cllrs, CLP and branch officers know where you are campaigning –
before you advertise the session!

Script and campaigns



- In the new script there's an increased focus on highlighting local campaigns/messages on the doorstep
- You'll need to speak to political stakeholders to decide what message/campaign you'll be focusing on in advance of the session
- For example
 - Do you want to talk about a petition the local councillors are running?
 - Do you want to spread a message about the parliamentary candidate?

Training and briefing volunteers

Training and briefings



- **Every** doorstep session should begin with a briefing
 - Even if people are experienced doorknockers, it keeps everyone on message
 - Briefing are particularly important right now as we've got a new script
- You should cover what questions you are asking
- ...*and* 'DO's' and 'DON'T's
- Run some specific training sessions for new activists
- Use interactivity and role play to make the sessions fun!
- Share our video!

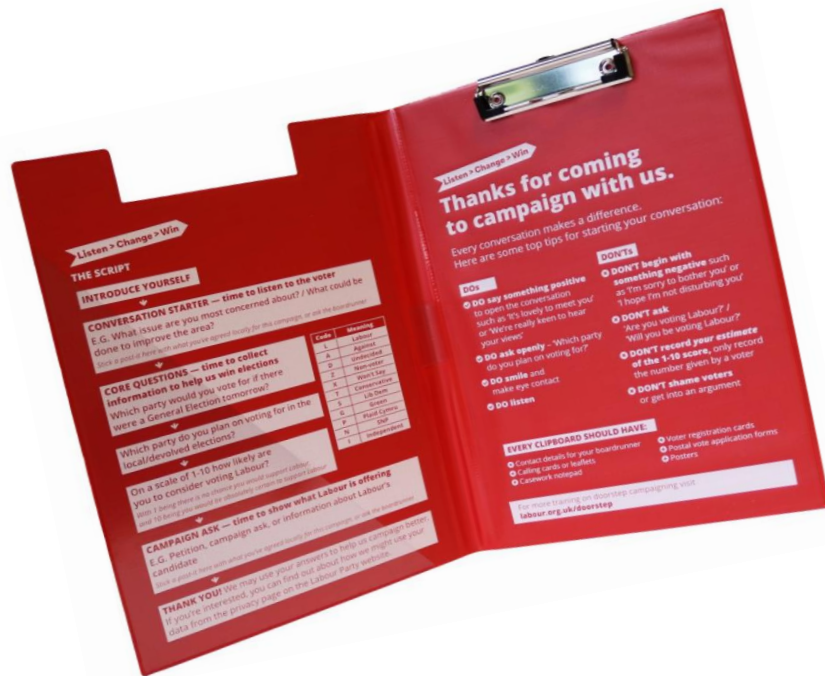


and these conversations are vital to our success in any election.

Materials to support you



- Create your own local version of the new script on **Connects**
- Buy clipboards with the new script on Connects
- Find all of our doorstep resources on www.labour.org.uk/doorstep



Being safe and accessible

Keeping safe and accessible



- Everyone should sign in with a phone number
- Boardrunners need to be switched on
- Don't leave anyone behind!
- Plan ahead and walk the route in advance. Look out for step-free routes and possible safety or safeguarding issues

What you need to be successful

Checklist – before your campaign session



- Contact all those members who have signed up for the event to remind them
- Reconfirm with your board runners, key stakeholders and experienced volunteers that they can attend. If possible, allocate them to rounds
- If you don't have out cards, print them locally
- Make sure you have a sign in sheet for all attendees
- Based on your RSVP list, assemble your canvassing packs. Make sure you have more rounds than the number of people you are expecting so you do not run out of work

Creating a welcoming, fun session



- It's always nice to plan some social activity afterwards
- Buddy up new activists
- Celebrate good conversations
- Be a fun, inclusive and welcoming leader

Board runners

General Board Running tips



- Mark the initial of the person knocking the door next to the door number
- Always walk ahead to the next property on the list
- ...but make sure people know where you're going or leave someone to flag down anyone left behind
- If several people return to board at once, send people with no data out first before recording data – this is more efficient
- Keep things moving
- Don't accommodate chatting
- Say names clearly, but not too loudly – you don't want to be hollering people's personal details in the street/corridor
- Plan your route!

After the day



LABOUR TRAINING

It's important that after the event, you thank everyone for coming and keep them up to date on what you've got planned.

And remember, take photos and use #LabourDoorstep - we'd love to see your pictures.



What next? Following up

- A doorstep conversation is just the start of the journey in persuading someone to vote Labour
- We can built trust by **listening** then **taking action**
- We **diminish trust** in us by hearing people's issues, at worst promising to do something to help, and then not doing anything about it
- This is true of casework *and* campaign activities
- There are lots of ways to follow up:
 - Direct mail based on issues raises, specific local campaigns, and on national issues and policies raised
 - Digital advertising
 - Letters from candidates
 - Early voter forms
 - Phone calls

Saturday 29 October Autumn Campaign Day



Take part and help spread Labour's message to immediately tackle the cost of living crisis.

Actions

- Organise and list your campaign events
- Order your free leaflets – one per CLP
- The deadline for orders and setting up campaign events (to be included in national member mobilisation emails) is Wednesday 19 October.
- Host training sessions to welcome and encourage new members
- Brief all volunteers on the new script
- Think about arranging a social event in the evening

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

**JOIN THE AUTUMN
CAMPAIGN DAY,
SATURDAY
29 OCTOBER**

FIND OUT HOW YOU CAN GET INVOLVED >>

Labour A FAIRER, GREENER FUTURE

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THANK YOU!

For links and resources mentioned here,
please head to

labour.org.uk/conferencetraining

www.labour.org.uk/training

@LabourTraining