A large, stylized graphic of the Union Jack flag, composed of bold red, white, and blue geometric shapes, positioned on the right side of the cover.

# General Election

## Best Practice Guide



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# 1. FOREWORD

The campaign to win a majority in the General Election was undeniably ambitious, but we rose to the challenge with determination, innovation, and a commitment to success.

Throughout the campaign, we took every opportunity to develop new ideas and refine our approach. By drawing on the experience of by-election and local election campaigns in the lead-up to the General Election, we tested and implemented innovative approaches that proved invaluable. The result was a powerful, integrated campaign that combined the best of both field and digital tactics, executed by our brilliant staff and by our incredible volunteers.

Achieving this took more than just good ideas—it meant changing how we work together. It required real trust, discipline, and a strong belief in what we were doing. We built a campaign team that was united, motivated, and ready to tackle the challenges head-on. We are immensely proud of what we accomplished and of every person who played a part in this campaign.

This booklet is a celebration of that effort, showcasing some of the best practices that emerged from the Win'24 campaign. It highlights the creativity, dedication, and hard work that went into making this campaign a success, and it provides practical examples for others looking to build on these efforts.

The work doesn't stop here. We encourage everyone to dive into these examples, pick up new ideas, and bring the same energy and commitment to future campaigns. Let's keep building, keep learning, and keep moving forward.

**Hollie Ridley**  
**Executive Director Campaigns,**  
**Nations and Regions**

# 2. BEST PRACTICE: PRINT

Along with your direct voter contact and digital presence, printed materials (both targeted and generic) are essential in any campaign. There are different types of printed materials that went out in the General Election; Direct Mails, Newsletters, Calling Cards, single issue flyers, Petitions as well as the Candidate Freepost.

Throughout the General Election campaign, a massive amount of print was delivered to households. During just the short campaign, Labour Connects produced over **54 million pieces of print** from 22 May until 30 June split over **4,848 orders**. This included **35 million pieces of Freepost**, **8 million election addresses**, **7.7 million leaflets**, **2.5 million letters**, **270,000 posters** and **18,000 Correx boards**.

Here are some examples of the brilliant print produced:

**14 YEARS OF TORY CHAOS IS COSTING US ALL**

**WES STREETING**  
Standing for re-election to be Ilford North's Labour MP

**THE NHS**  
Scan here to follow my campaign updates on Facebook. As Ward North's MP, I regularly report back via Facebook updates and local newsletters.

**WAITING LISTS**  
In appointments a week and double the number of cut waiting lists and waiting times. The last delivered the shortest waiting times on record!

**MENTAL HEALTH SUPPORT IN SCHOOLS**  
Every school will provide support to improve the well-being of our young people and we'll train 8,500 teachers.

**OUR NHS IS A PUBLIC SERVICE, FREE AT THE POINT OF USE. THERE FOR US WHEN WE NEED IT.**  
In kidney cancer, only Labour can be trusted. Our NHS is not for sale. We'll make sure that it people never have to worry about the bill!

**"The NHS saved my life from kidney cancer. Now I want to save our NHS for future generations"**  
*Get in touch*  
wes@redbridgelabour.org.uk  
020 3475 7901  
@wesstreeting  
Wes Streeting

**Vote Labour** Thursday 4 July

**MORE OF THE SAME**

- 26 tax rises hiking them to the highest level in seventy years.
- Crashed the economy with the Liz Truss mini-budget
- More reckless unfunded pledges in their manifesto

**OR**

**CHANGE**

- END NHS WAITING LISTS WITH 40,000 MORE OUT-OF-HOURS APPOINTMENTS.
- DELIVER ECONOMIC STABILITY AND PROTECT YOUR FAMILY'S FINANCES.
- TACKLE ILLEGAL IMMIGRATION AND CLOSE THE ASYLUM HOTEL.

**CHANGE WILL ONLY COME IF YOU VOTE FOR IT**

**VOTE FOR CHANGE IN TAMWORTH AND THE VILLAGES**  
Tamworth and the Villages need change. People want more money back in their pocket, criminals behind bars, and an NHS that is fit for the future. With your vote, Labour can deliver the change we need.

**THINGS TO REMEMBER**

- 1 YOU NEED PHOTO ID TO VOTE
- 2 Polls open **7am-10pm** on Thursday 4 July
- 3 Find your polling station here: [llwivote.org.uk](http://llwivote.org.uk)
- 4 Text **07400 377565** to let us know you've voted

**CALL OR TEXT FIVE FRIENDS AND FAMILY TO REMIND THEM TO VOTE**

**EDWARDS, Sarah**  
Labour Party

**Vote Labour** Thursday 4 July **Change**

**14 YEARS OF TORY CHAOS IS COSTING US ALL**

**WILL ONLY COME IF YOU VOTE FOR IT**

Only Labour will deliver the change our country desperately needs. A vote for Labour is a vote to give our country back its future.

**REMEMBER**

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- 4 Text **07400 377565** to let us know you've voted

**CALL OR TEXT FIVE FRIENDS AND FAMILY TO REMIND THEM TO VOTE**

**TWIST, Liz**  
Labour Party

**Vote Labour** Thursday 4 July **Change**

**Angela Rayner**  
For Ashton-under-Lyne

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**CALL OR TEXT FIVE FRIENDS AND FAMILY TO REMIND THEM TO VOTE**

**Vote Labour** Thursday 4 July **Change**



**Election Communication**  
**Euan Stainbank**  
For Falkirk

Get in touch  
 euanstainbankforfalkirk@gmail.com  
 07591 380804  
 EuanForFalkirk  
 Euan4FKSouth

Thursday 4 July  
Vote Scottish Labour

...collar have shown me the consequences of national services and failure to provide opportunities for back work over an very area of life have built up to intolerable levels. Facing governments in Westminster and Holyrood that are more on public services who work pay, tackle our social just energy transition that puts workers first. I commit to interests as part of our national mission.

Scan here to find out more

As a town centre resident I know how crucial our high streets are

**Margaret Smith**  
Falkirk  
"As a retired teacher, I'm supporting Euan because he understands why we need quality public services so everyone has a fair chance in life. He has successfully campaigned to prevent SNP cuts to the school waste, home to school transport, social work and school swimming pools."

**Real help for working people and families**

Labour will make work pay. We will ban exploitative zero hour contracts, end the scandal of fire and rehire, strengthen workers' rights and bring in a genuine living wage. And we will create GB Energy, a new energy company headquartered in Scotland, that will put money back in your pocket by bringing down energy bills for good.

**Send a government, not just a message**

The SNP want Scotland to send Westminster a message but we think your vote is what Labour has more ambition for Scotland. We want to send a government to Westminster that will change our country for the better.

STAINBANK, Euan  
Scottish Labour Party

Vote Scottish Labour

**Labour's first steps** for change

1. Deliver economic stability
2. Cut NHS waiting times
3. Set up Great British Energy
4. Make work pay
5. Create jobs and opportunities for young people
6. Maximise Scotland's influence

labour.org.uk/firststepsScotland

Vote Scottish Labour  
Change

**MORE OF THE SAME**

- 26 tax rises hiking them to the highest level in seventy years.
- Crashed the economy with the Liz Truss mini-budget
- More reckless unfunded pledges in their manifesto that will raise mortgage rates

OR

**CHANGE**

- Ending the cost of living crisis
- Getting the NHS back on track and fit for the future.
- Supporting our local bus and bringing Worcester

**CHANGE WILL ONLY COME IF YOU VOTE FOR IT**

**VOTE FOR CHANGE IN WORCESTER**

"I'll be voting for Tom because we share the same values and priorities: the NHS, education and green energy. Labour will deliver the change we need for our children."  
Nicole - Teacher

Collins, Tom  
Labour Party

Vote Labour

**THINGS TO REMEMBER**

- 1 YOU NEED PHOTO ID TO VOTE
- 2 Polls open 7am - 10pm on Thursday 4 July
- 3 Find your polling station here: [wiltvote.org.uk](http://wiltvote.org.uk)
- 4 Text 07400 377665 to let us know you've voted

CALL OR TEXT FIVE FRIENDS AND FAMILY TO REMIND THEM TO VOTE

Thursday 4 July  
Change



**Election Communication**  
**Jess Phillips**  
For Birmingham Yardley

Get in touch  
 jess@jessphillips.org  
 07463 867027  
 @jessphillips  
 @jessphillips

Thursday 4 July  
Vote Labour

Dear Resident

Every year thousands of constituents come to me for help. I, the first-hand, every day, what 70 years of Conservative and Liberal Democrat failure looks like. People struggling to pay their bills through a cost of living crisis, mortgage payments going through the roof after Liz Truss crashed the economy, and Rishi Sunak led me into recession. This election we have a chance to change that. This year we can put an end to this failed Conservative government that has run out of ideas and run out of wit.

Phillips  
Candidate for Birmingham Yardley

Scan here to let us know you're backing Jess

**End Bradley**  
Local resident - Why I'm supporting Jess!  
"Jess has always been there for me and my family when we needed her. She is a decent and hard working constituency MP, and champion for Birmingham Yardley in Parliament."

**My Yardley Story**

**My Yardley Story**

Since I was first elected in 2015 it has been the honour of my life to represent the people of Birmingham Yardley, where my family are from and where I spent much of my childhood.

I love this community, and with your support I will continue to be a loud, proud voice fighting for your best interests in Parliament.

**Don't forget your voter ID on polling day**

Since the last election the identification you need to vote has changed. If you don't take valid photo ID you won't be allowed to vote!

Accepted photo ID includes a passport or driving licence. To see a full list of valid ID check: [electoralcommission.org.uk/voting-and-elections/voter-id](http://electoralcommission.org.uk/voting-and-elections/voter-id)

PHILLIPS, Jess  
Labour Party

Vote Labour  
Change

**our**

Thursday 4 July

### 3. BEST PRACTICE: MEMBER MOBILISATION

Member mobilisation is incredibly important for building a strong campaign team and expanding an activist base. By actively engaging and upskilling new and existing volunteers, you can turn motivation into action and increase capacity to support key battleground seats.

There were many innovative approaches to member mobilisation that helped attract and retain volunteers. Many constituencies have demonstrated outstanding mobilisation efforts throughout the campaign.

Below are some innovative examples that helped mobilise members:

#### Carry on CAMPAigning – Ynys Mon and Bangor Aberconwy

Planning and mobilising for campaign events can be fun and rewarding, but getting experienced campaigners to travel to the more remote Battleground Seats in the UK can be harder. To overcome this challenge, the target constituencies of Ynys Mon and Bangor Aberconwy in North Wales worked together to organize a joint weekend of campaigning in towns around the picturesque Menai Bridge, which links the two places.

Working with Labour Students and the Mobilisation Team at Labour HQ, campaign organisers and local members planned a weekend of camping and campaigning, where students from around the country were joined by campaigners from the North West of England and North Wales for a weekend of door knocking, BBQs and beaches. Over

a thousand contacts were made across the weekend, and some of the students even returned in polling week to help with the final push.





**This example from York Outer highlights how utilising communications tools like WhatsApp can build a strong campaign:**

York Outer has a large membership but only a small group of half a dozen activists would regularly turn up for a weekly campaign session and it was a struggle to get leaflets out.

A combination of calling members, emailing them and knocking on their doors proved effective at increasing numbers of activists and doors knocked. The use of the WhatsApp community and regular local campaigning was key by allowing interested members to be active in an easy and accessible way. In 6 months, the contact rate increased by nearly 20%!

A WhatsApp community was set up with individual sub-groups for the 13 geographic areas, admin jobs, marked register, phonebanking and general leafletting. This empowered activists to choose their level of engagement with the campaign, flagging anyone who wanted to get more engaged without having to proactively seek them out.

This helped quickly create a network of people willing to leaflet in their patch. It often would produce someone who would organically volunteer to drop leaflets off with deliverers. It also was an easy ask of new activists to join a WhatsApp group for Labour activists in their area, as a first step to getting involved.

This localised approach also facilitated the growth of local canvassing teams who became increasingly self-sufficient. As soon as there were one or two people who showed willing in an area, we would agree a consistent weekly slot to canvass and positively advertise it before and after in the group. This created a local pipeline taking activists from initial interest, to leafletting, then canvassing – all within the area they lived. This produced teams of 3 to 6 people who would regular come out each week, as they had ownership over their patch. This was particularly effective at increasing the number of women campaigning, with the majority of people turning up to regular local session each week being women, whilst at non regular sessions were overwhelmingly male.

The short campaign saw this approach come into its own. It enabled the capacity needed to run several high impact “challenges” to get almost 40,000 leaflets delivered in three days before the official start of the short campaign and run three weekend Super Saturday events where over 1000 contacts were made in a day.

Crucially it also provides a long-term legacy for the seat. Anyone who was active in the campaign is still in the community and can be organised to campaign. There are almost 500 participants in the community and continues to provide an easy way to continue to get new members engaged in campaigning.



## **Polling Day Mobilisation – Hemel Hempstead**

The Hemel Hempstead campaign had 100 volunteers signed up 2 weeks before polling day and had 238 by the time polling day came around.

Starting polling day mobilisation early was key. Setting up a placeholder event and mobilising for polling day from four weeks out. This included emails to the membership and twinned seats at key campaign intervals, such as 4 weeks, 2 weeks and 1 week before.

The language was persuasive, communicating the importance of winning in Hemel Hempstead to forming a labour government, and practical, asking people to book the day off work, make a plan to come with other members of their constituency etc. The polling day sign up link was also included at the bottom of all other emails throughout the campaign.

The polling day sign up link was regularly sent to the campaign WhatsApp community asking volunteers to sign up to let us know they were coming and when phoning members to build audiences for events, visits etc, the polling day question was always asked.

Polling day was pushed every single day, and the organiser and core team made it clear where people should attend on the day and what they would be doing so there was clarity – this was communicated with twinned seats (allocating each a campaign centre and sticking to it).

Twinned seats and texts from the party telling volunteers to come to Hemel Hempstead gave people a sense of urgency and a much-needed boost after 6pm on the day.

## 4. BEST PRACTICE: EFFECTIVE TWINNING

Twinning was a great way to move activists from non-target seats (or seats with an abundance of members and volunteers) to key targets that require additional support. This practice ensured resources are allocated where they are most needed, maximizing campaign effectiveness. Many seats across the country had brilliant twinning relationships throughout the campaign. Below are some highlights:

### The Twinning Express: North West to North Wales

The whole of the North Wales coast was part of the 2024 Battleground – which made twinning hard. Not only is the geography wide and the population dispersed, but with no obvious Labour neighbours to support every seat along the coast, the Party had to get creative and look across the border to England.

The “Take back North Wales” WhatsApp community was launched with a focus on recruiting experienced campaigners from the Wirral and Cheshire to travel into North Wales a few times a month to support campaigns across the coast. The days were always fun, and included food and a warm welcome – like the aptly named “Fish, chips and 1000 contacts” which included canvassing in two constituencies and Fish and Chips on the Llandudno seat front, kindly paid for by the local CLP.

The principle of the “Take back North Wales” mobilization mission, was to recognize that if we were asking people to travel a long distance, they should leave feeling like they have genuinely made an impact on

the eventual result, there should be an opportunity to spend time chatting with local members over food and/or a drink, and that there should be some kind of challenge to it so that people feel a sense of achievement from taking part. In the end, the WhatsApp Group was all quite ‘tongue in cheek’, but it served a purpose in recruiting around 40 serious campaigners from constituencies in Cheshire and the Wirral, who went on to make thousands of contacts across the coast in the spring and summer leading up to the General Election.



### Yeovil CLP

Yeovil CLP was an identified non-battleground seat during the General Election campaign which was geographically distant from any nearby battleground seat in the South West. Yeovil CLP was twinned with Bournemouth East which was a 90 minute drive away (in good traffic!). To assist the campaign and get local members involved, Yeovil CLP arranged a weekly Zoom phonebank during the short campaign. This was particularly helpful as Bournemouth East has a number of wards with a large number of difficult to access flats. Towards the end of the campaign, Yeovil CLP also arranged day trips for campaigners to canvass in Bournemouth East and became an important part of the team.

### Project Export London

This was a project that pushed the envelope when it came to twinning. In the Labour party we have always believed in redistribution, however this was the first real attempt to redistribute activists on a national scale. The Party wanted to make sure our candidates had the activists they deserved, and that geography should not be a barrier to getting elected.

In the end with the help Exporting London offered in both the local elections of 2023 and then the General Election we managed to export just over **1,500 members**. The project helped win in Erewash, Swindon, Kent, Southend, Corby, Amber Valley, Harlow, the Medway seats, Milton Keynes, Wellingborough and Northampton to name just a few outside of London. While also getting members to the key seats we gained in London. These members helped us change both our own parties history but also gave us the chance to serve in government. They did it for no financial rewards or jobs at the end of it. They simply wanted a Labour government, and now they have one.



## 5. BEST PRACTICE: BUILDING AN INCLUSIVE CAMPAIGN

An inclusive campaign fosters a strong teamwork environment by bringing together people from diverse backgrounds and encouraging everyone to participate meaningfully. When all voices are heard and valued, a sense of ownership and commitment grows among volunteers. This sense of unity boosts morale, builds trust, and enhances cooperation, ultimately creating a more effective and resilient campaign team that is better equipped to face challenges and achieve success. By cultivating a spirit of collaboration, the campaign not only drives momentum but also ensures sustained engagement and dedication from members.

### Middlesbrough South & East Cleveland

Middlesbrough South & East Cleveland (MSEC) is a large CLP encompassing two council areas: Middlesbrough and Redcar and Cleveland. Historically, uniting these two distinct areas has been challenging due to limited transport links and their differing characteristics. Recognising the need for a cohesive effort to win, MSEC CLP set out to bring everyone together under a single campaign.

The opening of their campaign office in Guisborough served as a pivotal moment. Located in a former taxi office down a side street in the market town, it became a hub of activity from day one, despite being one of the smallest campaign offices ever used!

Labour Party members and local residents were warmly welcomed into the space, and everyone who wanted to get involved was

given a role—whether it was canvassing, leading teams, helping with posters, or simply making tea. The friendly and inclusive atmosphere created by the CLP encouraged volunteers to return repeatedly, driving the campaign to victory.

### Aldridge-Brownhills

Despite being a non-battleground seat with a small, part-time team focused on supporting its twinned seat, Aldridge-Brownhills exemplified remarkable inclusivity. The candidate campaigned alongside a diverse team, including an activist with a newborn, another who is blind, and several others with disabilities.

New members were recruited and engaged, with some knocking on doors for the first time in decades. In one memorable session in Stoke South (its twinned seat), a team of five disabled activists—including a wheelchair user—took to the streets. The campaign's approach was clear: "Let's find what you can do." This inclusive attitude ensured everyone, regardless of ability, was given the opportunity to contribute. It's a powerful example of inclusivity in action.

### Central Ayrshire

When polling day arrived, Central Ayrshire had never seen a campaign like GE2024. By 4 July, thanks to the energy and commitment of all activists, many not yet party members, the campaign made just short of 15,000 contacts in a few months.

What started as a small, core team, out on the doors every single day, slowly but surely grew into a positive, engaging team of activists. Starting months before the election was called meant that everyone felt at home come the short campaign. People felt involved from the beginning and then were ready, and understood the need to, step up a gear. Every week of the short campaign saw more interest and activity.

Having a campaign headquarters made all the difference to building an inclusive campaign. Everyone was encouraged to pop-in to say hello, and before long they were out on the doors. Many, especially new, younger activists, had never knocked on a door before. With an open-door policy, where people were encouraged to help in whatever way possible, there was a specific role to play for everyone: canvassing, leafleting, driving, tidying campaign HQ and, most importantly, providing baked goods to keep the team going!





## 7. BEST PRACTICE: DIGITAL CAMPAIGN

Digital campaigning is more crucial than ever, with people spending more time on social media and getting their political news from online sources. Across the country, seats adapted to this shift in voter behaviour with highly effective digital strategies. These included organising in online community spaces, amplifying authentic voices, leveraging targeted ads, and creating engaging local content that resonated with voters.

By embracing these methods, campaigns ensured they reached their audiences where they were most active and informed. Below are some standout examples of effective digital campaigning that successfully engaged communities and drove impactful results.

### Thurrock

The general election digital campaign in Thurrock was incredibly successful in cutting through to critical target voters.

With a small membership and limited campaign capacity the team understood that digital would provide a much needed boost to their work on the ground and an opportunity to connect with key voters that otherwise they may have struggled to reach.

Thurrock faced a significant challenge from Reform as well as trying to overcome the previously strong Conservative vote. The Conservatives invested heavily in social media advertising in Thurrock with attack content about “Labour’s tax bomb” and “Labour’s war on motorists”.

The digital campaign for Labour had to meet this challenge.

The team set the standard high by coaching volunteers on asking supportive voters met on the doorstep if they would consider featuring in a video for use online endorsing the candidate. Campaigners were continually encouraged to think about content for digital and the sort of voices that would have an impact online.

A wide range of people were identified who were willing to share their voice online. These were not all people who had always voted Labour including one voter

who was a former Conservative voter, now committed to voting Labour, who first appeared in a video shared locally in Thurrock. His words resonated so well with audiences that he was invited to introduce Keir Starmer to the stage for his First Steps campaign launch in May.

The content produced in Thurrock was hugely successful in terms of reach. There were 385,154 impressions on one of Thurrock’s Persuasion video campaigns, and 702,335 impressions on Thurrock’s Maximise the Vote video campaigns. The candidate video on YouTube had 136,553 viewable impressions.

By recognising the importance of digital, Thurrock was able to unleash the power of online campaigning, building a strong online narrative that boosted the work on the ground.



**Selby & Ainsty**

The Selby campaign team ran an excellent digital campaign with brilliant social organising and posts from Keir in community groups, continued ads investment and compelling content.

Here is an example of the kind of content they have been doing for community campaigns.

Humorous graphic and a question to engage conversation. This has great reach in a huge group.



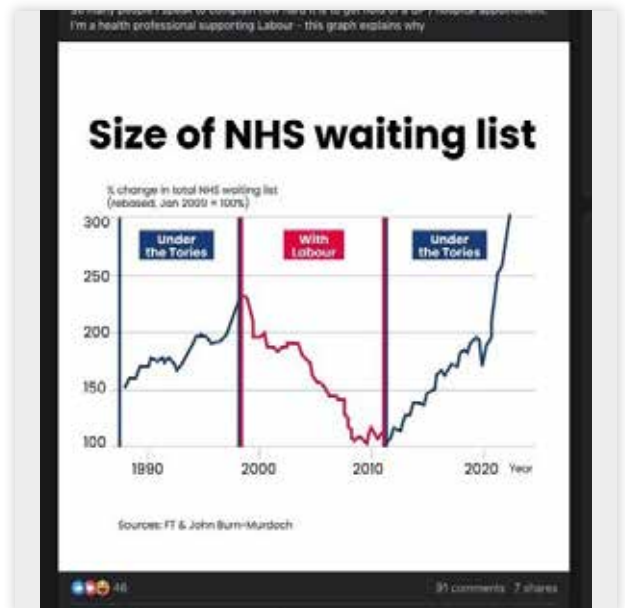
**Bournemouth West**

Sharing the result of the debate with a neutral message for a highly political post



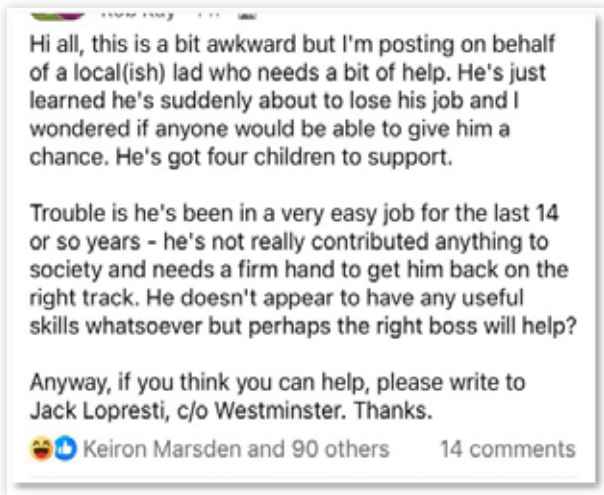
**Buckingham & Bletchley**

Great engagement example in Buckingham community group with 21k members – reached 1000s of people with just one post!



**Filton & Bradley Stoke**

Great use of humour based on key messaging



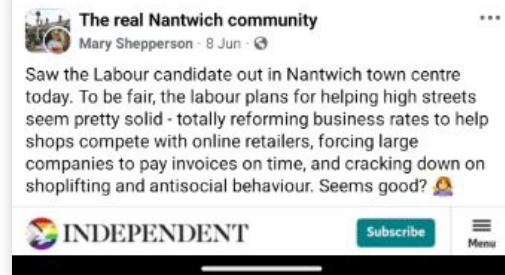
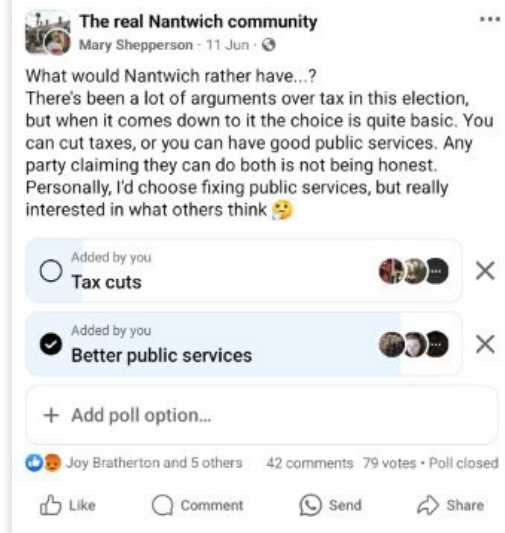
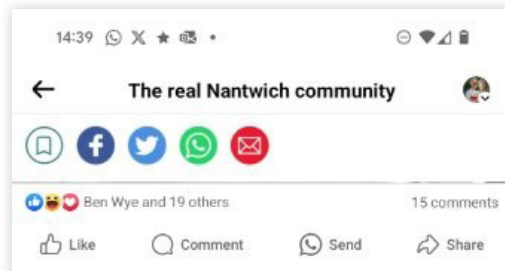
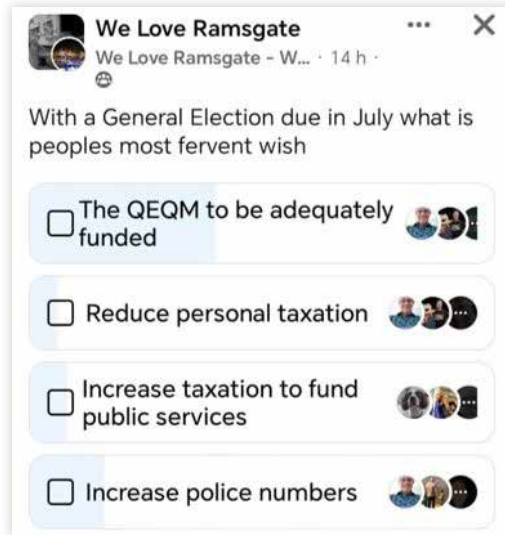
**Leeds West and Pudsey**

A brilliant introduction in local groups by Rachel Reeves in her constituency



**Crewe & Nantwich**

Polls are a great way to encourage engagement and to raise issues



**Shipley**

Great post here that uses a subtle tone – updating the community on a local issue

**DENNIS HOWLETT**  
Bradford, England • 1 day ago • 🌐

I see that Shipley MP Phillip Davies has been battling back on criticism about his £500 an hour gaming gig saying that what he does on his time is not a matter of public concern. I couldn't agree more.

But then I am deeply concerned about what he doesn't do when supposedly representing voters on our time.

Time for change methinks. :-)

🙄❤️+1 40 ❤️ 40 💬 22 ➦

Commenting is disabled as this post is outside your neighbourhood

**Nuneaton**

This is a brilliant example of GOTV messaging with a personal plea – whether or not people agree it sparked conversation and drove engagement in large group with 22k

**Living In Nuneaton**  
Private group · 22.8K members

About **Discussion** Featured Members Media

**David Jones**  
Top contributor · 2 July at 12:59 · 🌐

This town has been under Tories for too long and watched our Town crumble, communities suffer, deprivation soar, services being underfunded. People don't feel safe anymore. Time for change! Change to a new government that fundamentally put the people first.

Vote Jodie Gosling for Labour - she's ready to fight for us.  
Labour is the only chance for change, for Nuneaton, for us!

👍🗨️🔥 You and 57 others 118 comments

👍 Like 💬 Comment ➦ Send

Top comments ▾

## 8. BEST PRACTICE: PERSUASION PATHWAYS

Persuasion Pathways is our undecided voter follow up strategy that targets key voters with multiple high quality and personalised interactions.

First, the voter has a conversation with a canvasser on the doorstep or phone, or they fill out a survey online. At this stage we collect information on what the voter tells us they care about – as well as the standard voting intention data. Next, the candidate sends them a follow up direct mail including a handwritten note referring the specific issues they raised with us. Then finally, the candidate calls them personally.

Based on Contact Creator data, we found that undecided voters that went through the Persuasion Pathways flow were 22% more likely to break to Labour.

Battleground seats across the country found many creative ways to deliver this programme based on capacity and resources available to them.

### Northampton South

The Northampton South campaign found that organisation was key. They compiled regular Persuasion Pathways packs for candidate Mike Reader to work through over a set period. These included printed letters on letterheads with space for a handwritten note, handwritten envelopes and notes on the issues each voter had raised.

This approach allowed the candidate to break it down into small chunks and made it feel manageable, writing notes and making calls when he had short breaks between

canvasses and events. He also found that making the calls at different times on different days increased the likelihood of getting hold of someone who previously hadn't answered the phone.

### Crewe and Nantwich

Crewe and Nantwich were early adopters of the Persuasion Pathways model, and it played a crucial role in their General Election campaign strategy.

The model became instrumental in winning over switcher voters and securing valuable endorsements. Here are a few key steps they took to make it work for them:

1. Some activists found it challenging to fit all their notes onto the A5 survey cards. To solve this, they were scanned, enlarge to A4, and printed on paper sheets to fill their clipboards. This made the surveys easier to complete and reduced the outcard costs.
2. The team implemented a zoned campaigning system where each branch took responsibility for organising sessions and building a delivery network within their area. This approach simplified the delivery of response letters, allowing them to distribute small batches in hyper-local areas near where members lived instead of overwhelming them with large bundles spread across the constituency.
3. They developed a detailed tracking system to log all the information from the survey sheets. This system not only helped them stay on top of who needed a letter or a phone call but also allowed the team to monitor changing issue trends across the constituency, wards, and even specific road groups.

The Persuasion Pathways model helped the campaign team to forge meaningful connections with voters and identify Tory switchers who could be leveraged for endorsements.



One way Dover and Deal made Persuasion Pathways fun was by hosting a Friday Breakfast Club Easter Special! This was used to handwrite and stuff envelopes.

Volunteers were rewarded with a card and an Easter treat. It was a low cost but high impact gesture that helped keep volunteers coming back.



We know that the electorate appreciated the extra engagement with our candidates. See some of the comments candidates received from their Persuasion Pathway work:

## 9. BEST PRACTICE: RURAL CAMPAIGNING

Rural campaigning can be a challenge for organisers and campaigners. Our members, like the wider population, can be quite dispersed across the constituency and that often means long travel times for people to get to campaign sessions. For organisers, over the course of a week, it can mean you have run a lot of campaign sessions in different places, but you still worry if you have made a sufficient impact. See below for a great example on how to campaign effectively in rural areas.

### Chester South and Eddisbury – The Village Tour

In Chester South and Eddisbury, the campaign team planned and executed a week of campaigning which they called “The Village Tour.” The principle of the tour was that they would try to focus lots of activity about candidate awareness in 13 major villages in the constituency in a single week.

They combined print delivery, door-knocking, digital advertising, digital organising, and ‘meet the candidate events’ in a structured programme of activity, then mobilized their members to play their part in delivering the programme.

It meant that in every village road groups were identified for door-knocking or delivery, and each day (a couple of days before the planned meet the candidate event in that village) the teams would be out delivering invites or door-knocking and collecting Voter ID whilst inviting people to the event. Simultaneously, the digital cohort would be notifying people about the meet the

candidate event in local social media groups and targeted adverts were running in those areas too.

Over the course of **5 days, 13 events** took place in village greens, hundreds of people attended them. Thousands of invites were delivered and lots of social media interest was created. The impact was much higher than just organizing campaign sessions in a random sequence and the exercise was really engaging for local members.



# 10. BEST PRACTICE: BY-ELECTION EXAMPLES

## Gamifying polling day ('Military GOTV')

The Blackpool By-Election delivered a historic result for Labour. Part of the fun of the victory for the campaign team was the way polling day was planned and delivered in a traditionally low turnout area of the constituency.

With a lot of ground to cover and a lower than average level of support expected from regional members due to council elections on the same day, it was clear that the campaign team would need to do more with less in order to win.

To motivate the troops, a game was devised which was dubbed 'Military GOTV'. Four teams of four people each went head to head to see who could make the most contacts and acquire the most promises across a selection of road groups during the day. Key statistics were shared with teams via WhatsApp throughout the day and the winning team received a prize of shopping vouchers.

Every team used the polling day app and every player could access the app to speed up the door knocking process.

The game was fun and the teams were competitive. The output was a much higher than average contact rate from teams playing 'Military GOTV' than was achieved by activists attending the main campaign centre. This is likely to be due to reduced travel times because all road groups for each team were near to each other and there was no returning to the campaign centre after each round. Additionally all team members were experienced campaigners and could use the app so teams were able to quickly

complete streets and then move on to the next, or separate into teams of two to get through road groups quicker.

All teams met for lunch during the day to keep things fun and the winner was announced by Angela Raynor the next day.





### Pioneering a Digital Polling Day Operation in the Wellingborough Parliamentary By-Election by the East Midlands Labour Party

In 2024, the East Midlands Labour Party and Wellingborough CLP set a new precedent by implementing a fully digital polling day operation during the Wellingborough parliamentary by-election for the first time.

This innovative approach enabled the team to mobilise voters, manage volunteer resources, and enabled the campaign to react to real-time data collection and analysis.

Using a digital system made our door knocking activity more efficient as voters were knocked out of the pool in real-time too - minimising wasted time, effort and maximising voter contact.

Previously, traditional GOTV operations relied heavily on the paper-based WARP system, making it more difficult to track voter turnout and voter pool performance. WARP also required campaign offices to be staffed to a greater extent to speed up door knocking round turnaround times.

In Wellingborough, volunteer teams were equipped with lanyards containing a doorstep code rather than cumbersome folders of door knocking sheets, enabling them to input data into the party's doorstep app on polling day for the first time. This immediate feedback loop was a significant departure from the slower, manual updates of previous campaigns.

The success of this operation not only contributed to a successful polling day operation in an important parliamentary by-election but also demonstrated the potential of a digital GOTV plan as part of our Win24 strategy. It has since influenced subsequent Labour campaigns across the country and digital polling day operations were rolled out during the general election, with even more improvements.



# NOTES

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