



# CAMPAIGN365 – BOOSTING MEMBERSHIP AND ENGAGEMENT IN YOUR SEAT

EMPOWERING YOU TO MOBILISE **YEAR-ROUND** — NOT JUST AT ELECTION TIME.

## We want to hear your thoughts...

- > Please **write your thoughts** in the comments throughout
- > **Raise your hand** if you want to come off mute
- > A **recording** will be available after – and you'll be emailed all templates
- > **Slides** will be sent over to you as well





**Three kick-off questions...**

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**What do you do that works well to engage members?**

**What challenges are you facing?**

**What do you do to attract new members?**





## What we'll cover in today's session...

- 01 **Engaging existing members**
- 02 **Getting non-members involved**
- 03 **Role of candidates and politicians**
- 04 **Resources**





# ENGAGING EXISTING MEMBERS



# Why members get involved

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Make **history**

Being part of a **team**

Being **asked**

**Meeting** the aims of why they joined

**What** they do makes a difference

Inclusivity & accessibility



# **What has stopped them before?**

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**Not being asked**

**Time commitment**

**Not ready to speak to voters**

**Fear of being asked awkward  
questions**

**Worry about personal safety**

**Don't know where to go.**



# How do we ask?

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**Don't rely** just on an email

**Face to face** and/or phone contact is  
key

121s and **direct** approach

**Follow up** with phone calls, events,  
training and support

It can be **daunting for** new members

**Explain** how the Labour Party works  
and who is who.





# “Big splashes”

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## Optimise the National Campaign Weekends:

17<sup>th</sup> - 19<sup>th</sup> January

14<sup>th</sup> - 16<sup>th</sup> February

Local Elections Flying Start –  
21<sup>st</sup> - 23<sup>rd</sup> March



# A “job for everyone”

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Making lunch for volunteers	Community action	Stuffing envelopes
Making teas and coffees	Taking photographs	Bundling leaflets
Maintaining the constituency office	Writing press releases	Street Stalls
Putting up garden stakes	Driving volunteers	Collecting petition signatures
Being an endorser	Donating money	Highlighting maps
Calling members	Door-knocking	Social media
Organising social & fundraising events	Phone canvassing	Giving out posters
Identify local campaign issues	Delivering leaflets	Lending your living room
Volunteer	Inputting data	Putting up a poster
	Printing leaflets	



# Language that inspires action

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**Continue to be  
part of Labour  
history**

**Make change  
locally**

**Days to go**

**Tackling issues  
that matter to  
them**

**Why they joined**

**Avoid jargon**

**Support Keir**

**Avoid process**

**Rewarding and  
fun!**



## Example text

# “Job for everyone” email

***Top tip: Map a ‘Job for everyone’ email around each National Campaign Weekend – tailor the asks and make them tangible!***

**Subject line – Want to help Labour win but don’t want to knock doors? This is the email for you!**

For those of you I haven’t met before, let me introduce myself.

My name is NAME and I the organiser in SEAT.

So many volunteers have come to support CANDIDATE’S campaign by knocking on doors but a successful campaign needs more than doorknockers

This could be where you come in! As well as our doorknocking sessions, we need volunteers to

- Deliver XX leaflets
- Put up XX garden stakes in supporters gardens
- Drive other volunteers to campaign sessions in XX
- Deliver XX bags of leaflets to volunteers for delivery
- Donate some snacks for hungry volunteers
- Help with admin and office tasks

If you are able to help with any of these tasks, please reply to this email to let me know how and when you can help.

Thanks so much.



# ***Always say thank you.***

*Let people know what you  
have achieved together, build  
relationships and make it  
personal!*

***Tip: Add a reminder to do 'thank yous'  
in your 365 Campaign Plan after each  
big event – they go a long way***





# A plan in place to follow up with 'hot leads': all new members & volunteer leads

***Tip: Assign someone to look after this or set aside time to do as a team 'Lead Follow-up' on a regular basis***

The screenshot shows a web interface for managing volunteers. On the left is a dark blue sidebar with navigation options: Dashboard, People, Emails, Events, Volunteers (highlighted), Surveys, Account, Admin, and Contact Us. The main content area is titled 'Organise' and contains a 'Filter Volunteers' section. This section includes a search bar, a 'Filter by Electoral Geography' section, and a 'Filter by Volunteer Type' section with a note: 'You can filter this list by certain priority groups using the buttons below.' Under 'General Filters', there are five buttons: 'All Volunteers', 'All Volunteers (including Dismissed)', 'All Volunteers (including Contacted)', 'Only Dismissed Volunteers', and 'Only Contacted Volunteers'. Under 'Volunteer Filters', there are four buttons: 'Full Time Volunteers', 'Office tasks Volunteers', 'Polling Day Volunteers', and 'Volunteers with Stake & Poster Requests'. Below the filters is a profile card for 'George Banting', a member in Bristol North West / Westbury-on-trym & Henleaze, updated 7 minutes ago. The profile shows 'Volunteering Activity' with checkmarks for 'Canvassing', 'Leafletting', 'Phonebanking', 'Office Tasks', and 'Polling Day'. It also lists 'Requests' for 'Garden Stake' and 'Poster'.

The screenshot shows a summary card titled 'Joined' with a green upward arrow icon. It contains three rows of data, each with a label and a count: 'First Time Joiners +0', 'Rejoiners +0', and 'Transferred In +0'. At the bottom of the card is a green rounded button with the text '+ 0 total'.





# GETTING NON-MEMBERS INVOLVED



**Don't let  
non-membership be  
a barrier to  
involvement**



# Who to approach?

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**Friends and family**

**Union members**

**Students**

**Signed a petition**

**Digital outreach**

**'L10's**

**Who likes and share**



## Try before you buy

### Map in regular activities you can involve non-members in:

- Campaign sessions
- Fundraising events
- Informal socials
- Policy discussions
- Lectures & speakers
- 'Taster events' for non-members





# Membership forms

**Join:** <https://labour.org.uk/join>

**For membership forms to print:**

[www.labour.org.uk/resources/membership-forms-and-documents](http://www.labour.org.uk/resources/membership-forms-and-documents)

**Plus One: ask a friend to join the Labour Party today**

<https://labour.org.uk/plus-one/>





# ROLE OF CANDIDATES AND POLITICIANS





# What can they do?

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**MPs, councillors and other elected politicians or candidates can integrate a recruitment ask into their work.**

Mailing list

WhatsApp updates

Forms in office

Call membership leads

and much more!





# WHAT WE DO NATIONALLY



# National support programs

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1.

## Get involved programme :

Series of webinars for new members



2.

## Campaign Confidence:

Building skills and confidence



3.

## Labour Students & Young Labour

Organising and inspiring our young members



LOCAL PARTIES

4.

## Bespoke Role Holder Support

Monthly meetings & year-round training for CLP officers plus wider dedicated support.



5.

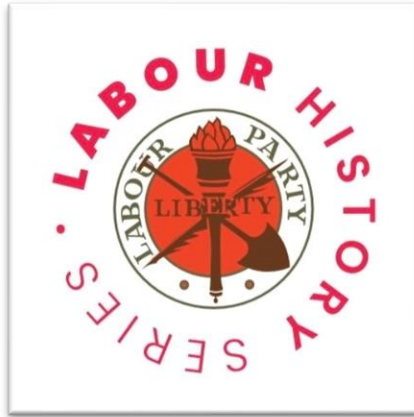
## Future Council Candidates 2026

Targeting underrepresented groups, with a focus on strengthening campaign skills.



## Other key initiatives

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### 1. Labour History Series

Celebrating the achievements of Labour's past to inspire the future.



### 2. Volunteer Voice

Providing a forum for members and volunteers to feed in what they are hearing from voters on the doorstep.



### 3. Together for Change

Taking our key messages and success stories from Westminster into the regions for mobilisation, training, and campaign days.



### 4. NPF Annual Consultation

Using the Annual Consultation of the National Policy Forum to channel constructive policy discussion and find local expertise.



# Time for questions



# See you Wednesday... Digital Campaigning

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