



# CAMPAIGN365 | YOUR PRINT PLAN

PRINT PLANNING FOR YEAR-ROUND CAMPAIGNING — NOT JUST AT ELECTION TIME.



# Today we'll be covering ...

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Your print plan



Your targeting plan



Your fundraising plan



Your boosting membership plan



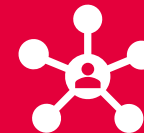
Your digital campaign plan



Your ideas to kick-start in the new year



Your doorstep session schedule



Communication & Community Champions planning



# Introductions

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## We want to hear your thoughts...

- > Like yesterday, please **write your thoughts** in the comments
- > **Raise your hand** if you want to come off mute
- > A **recording** will be available after – and you'll be emailed all templates
- > And always simply **email us** for slides ([training@labour.org.uk](mailto:training@labour.org.uk))





**Any immediate questions  
before we get started?**

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# The most effective local parties plan their print

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Our data and experience shows...

It's the biggest **area of spend** for local parties

A big **logistical challenge**

So, the **most effective local parties consider in advance...**

What are the **key deadlines**?

What is **the geography**?

How much **money** do we need?

How will we **reach** our target audience?



# Planning your resource...

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Knowing **your average volunteer capacity** is *essential* for creating a 365 print plan.

Knowing how long it will take to deliver a full ward leaflet means you can then **plan correctly**.

Similarly, knowing **your budget** also allows you to plan out your print correctly.



# Best practice considerations...

Volunteer capacity	Budget	Planning considerations
High	High	Mix of hand delivered items, perhaps a newsletter once a quarter. As well as posted direct mail targeting specific voters.
High	Low	Maximise hand delivered items, newsletters and leaflets and perhaps do a hand delivered direct mail.
Low	High	Utilise Royal Mail door drop at a constituency level. Then direct mail to ward level areas
Low	Low	Do one leaflet that you can deliver over a long period of time, perhaps with key contact details that people will keep hold of. As well as any authority/constituency wide item.





## Best practice considerations: Royal Mail Door Drop

Royal Mail Door Drops are a **very effective way** of getting print delivered. Average cost for delivery is around **10p per item**.

As they use **postcode sectors** (E.G NE2 3), it does mean **ward level may not fit exactly** to one postcode.

You can **plan out a door drop** by going to Royal Mail.

We can then **book it in for you** if needed or look at a constituency drop for you.

[Royal Mail Door 2 Door - Campaign](#)



## Best practice considerations: Direct Mail Segmentation

**Labour Connects** allows you to segment your direct mail.

Within the data that you upload have an identifier for that voter, it could be how they voted in the last election or if they've responded to a survey the key issue that they're worried about.

You can then **create multiple versions targeting each group**. These are then **printed in data order** and can be sent out **via Royal Mail** or **hand delivery**.

Meaning **you don't need to use volunteer time** pulling together road groups from multiple orders.



# Example for your 365 Campaign Planner...

Month	Marginal Wards	Strong Labour Wards	Future Prospect Wards
<b>October - December</b>	<ul style="list-style-type: none"> <li>➤ Ward-specific introductory leaflets</li> </ul>	<ul style="list-style-type: none"> <li>➤ Ward-specific introductory leaflets</li> </ul>	<ul style="list-style-type: none"> <li>➤ Targeted ward specific introductory leaflet OR introductory street stall leaflet</li> </ul>
<b>January - March</b>	<ul style="list-style-type: none"> <li>➤ Authority-wide Team Labour Newsletter</li> <li>➤ Targeted postal vote registration DM</li> </ul>	<ul style="list-style-type: none"> <li>➤ Authority-wide Team Labour newsletter</li> </ul>	<ul style="list-style-type: none"> <li>➤ Limited authority-wide team Labour Newsletter based on capacity</li> </ul>
<b>Short campaign</b>	<ul style="list-style-type: none"> <li>➤ Ward Election Address</li> <li>➤ 2<sup>nd</sup> targeted leaflet or hand delivered direct mail</li> <li>➤ Get out the postal vote (GOTPV)</li> <li>➤ As much posted direct mail as possible</li> </ul>	<ul style="list-style-type: none"> <li>➤ Ward Election Address</li> </ul>	<ul style="list-style-type: none"> <li>➤ Single leaflet OR street stall to build up Labour presence</li> </ul>
<b>Polling day</b>	<ul style="list-style-type: none"> <li>➤ Good morning GOTV card</li> <li>➤ Daytime GOTV card</li> <li>➤ Time is running out GOTV card</li> </ul>	<ul style="list-style-type: none"> <li>➤ Single polling day card</li> </ul>	<ul style="list-style-type: none"> <li>➤ None</li> </ul>



# For specific campaign print planning...

Draft Ward Print Plan										
Key										
Design										
Print	Item	Ward Intro Leaflets	Team Labour Newsletter	Targetted postal vote DM POSTED	Ward Election Address	Targetted DM Hand Delivered	GOTPV Card	GOTV Cards	Total	Door Drop EXAMPLE
Delivery	Spec	A5 2pp	A5 4pp	A4 4pp	A5 2pp	A4 2pp	DL 2pp	DL 2pp		A5 2pp
	Unit	£0.0322	£0.0398	£0.6540	£0.0322	£0.1620	£0.0443	0.0443		0.1
	Indicative Cost	£145	£179	£491	£145	£81	£44	£133	£1,218	£650
	QTY	4,500	4,500	750	4,500	500	1,000	3,000	18,750	6500
	Notes			Includes BRE envelope				1000 of 3x designs		Whole postcode sectors only
Turnaround from artwork ordered		3-4 working days	3-4 working days	5 working days	3-4 working days	3-4 working days	3-4 working days	3-4 working days		4 weeks
October	w/c 3rd	Photos and Stories								
	w/c 10th	Photos and Stories								
	w/c 17th	Design on Labour Connects								
	w/c 24th	Sign off and order on Labour Connects								
	w/c 31st	Print								
November	w/c 7th	Delivery								
	w/c 14th	Delivery								
	w/c 21st	Delivery								
	w/c 28th	Delivery								
December	w/c 5th	Delivery								
	w/c 12th	Delivery	Photos and Stories							
	w/c 19th	Delivery	Photos and Stories							
	w/c 26th	Design on Labour Connects								
January	w/c 2nd	Sign off and order on Labour Connects								
	w/c 9th	Print								
	w/c 16th	Delivery								Initial Enquiry
	w/c 23	Delivery								Book In
	w/c 30	Delivery								Design and Payment
February	w/c 6th	Delivery			Photos and Stories					Print
	w/c 13th	Delivery			Photos and Stories					
	w/c 20th	Delivery	Design on Labour Connects	Design on Labour Connects	Photos and Stories	Photos and Stories				Deliver to Royal Mail
	w/c 27th	Delivery	Sign off and Order on Labour Connects	Sign off and order on Labour Connects	Photos and Stories	Photos and Stories				Deliver to postcode sector
	w/c 27th	Delivery	Print and Delivery	Print	Design on Labour Connects	Design on Labour Connects				
March	w/c 6th	Delivery			Sign off and order on Labour Connects	Sign off and order on Labour Connects				
	w/c 13th	Delivery			Print	Print	Design on Labour Connects			
	w/c 20th	Delivery			Delivery	Delivery	Sign off and order on Labour Connects			
	w/c 27th	Delivery			Print	Print	Print			
April	w/c 3rd	Delivery					Delivery			
	w/c 10th	Delivery						Design on Labour Connects		
	w/c 17th	Delivery						Sign off and order on Labour Connects		
	w/c 24th	Print						Print		



# Example budgets...

## £3000 CLP Campaign Budget

Item	Quantity	Cost
DL Calling Card	10,000	£162.00
Vote Labour Stickers	5 rolls	£22.50
Autumn Newsletter A4 2pp	25,000	£595.00
Spring Newsletter A4 2pp	25,000	£595.00
Summer Tabloid A4 4pp	25,000	£595.00
Hand Delivered DM about a local issue A4 1pp	5 x 500	£375.00
Local Reach spending		£500.00
<b>Total Spending</b>		<b>£2,844.50</b>

## £9000 CLP Campaign Budget

	Quantity	Cost
A5 Calling Card - Survey	20,000	£432.00
Monthly DM to New Labour Supporters (Posted)	150 per month	£927.00
Vote Labour Stickers	5 rolls	£22.50
PV Registration DM	5,000	£2,708.50
Autumn Newsletter A3 2pp	30,000	£1,500.00
Spring Newsletters A3 2pp	30,000	£1,500.00
Summer Tabloid	30,000	£918.00
Local Story flyers	5x2000	£123.59
Hand Delivered DM about a local issue	5 x 500	£375.90
Local Social Media Spending		£500.00
<b>Total Spending</b>		<b>£9,007.49</b>

*Examples will be shared with Campaign365 participants*



# Content...

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**Identify key dates** throughout the year that you may want to get some form of print out for – check out the 365 Campaign Planner.

This could be **national** such as the budget, or it could be **hyper local** to a ward or constituency.

Look at doing a piece with a **response mechanism, like a survey**, at the start of the year. This will then give you an idea of local issues which you can then focus your print on for the rest of the year.





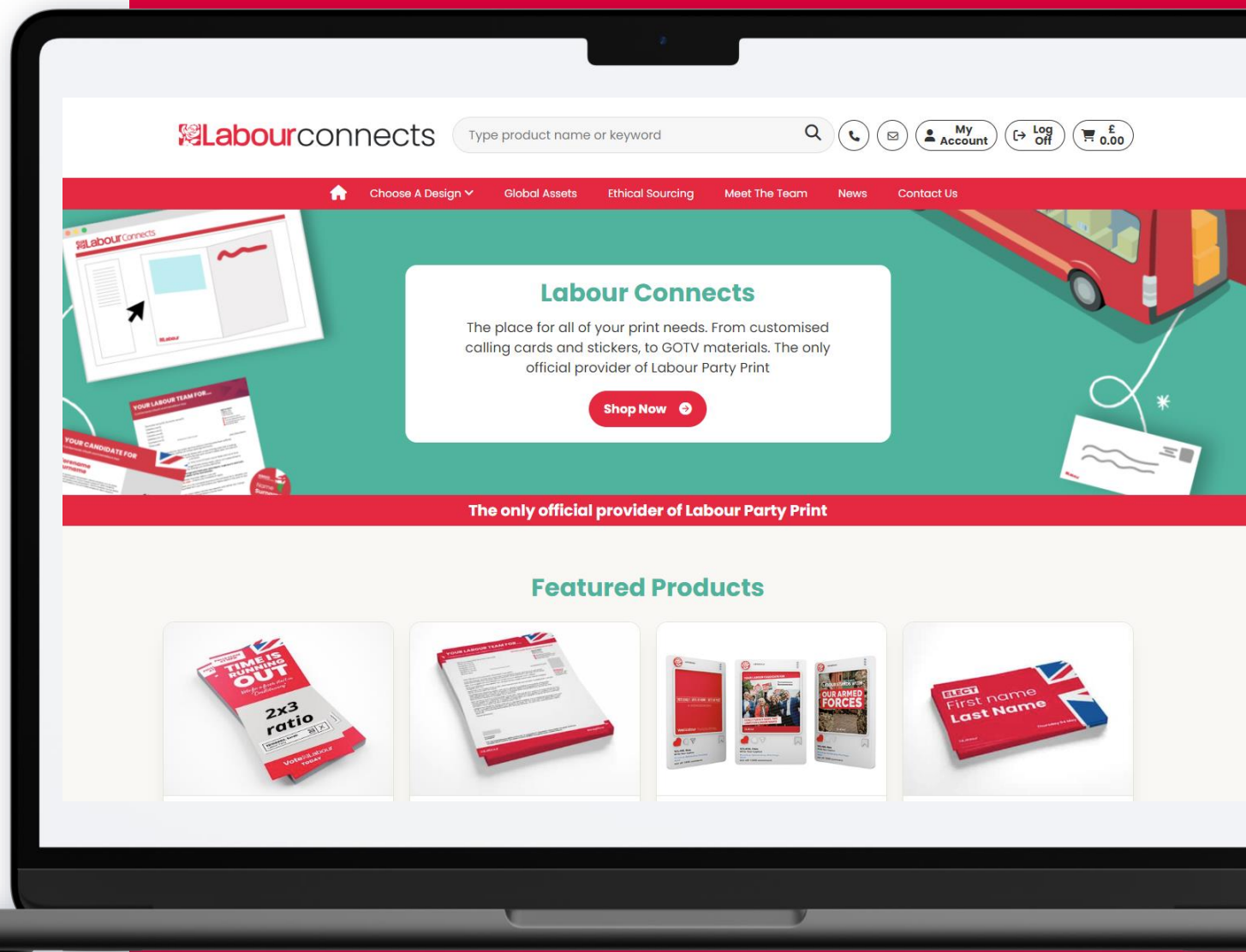
**Our web to print platform providing professionally designed templates with party branding.**

**Competitive pricing** using the national purchasing power.

**Quick turnarounds** with deliveries with you within **5 working days**.

All items proofed by **dedicated print managers** within the **national/regional teams**.

# Use Labour Connects...





# This includes...

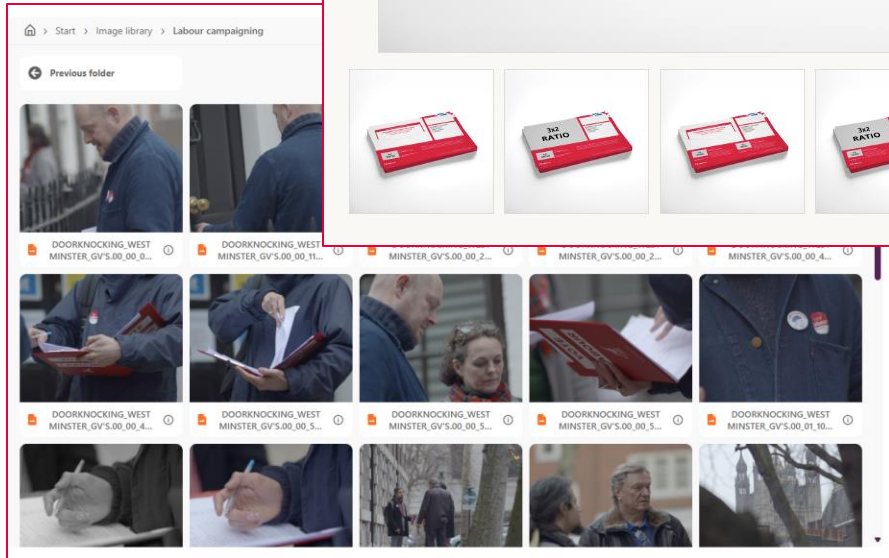
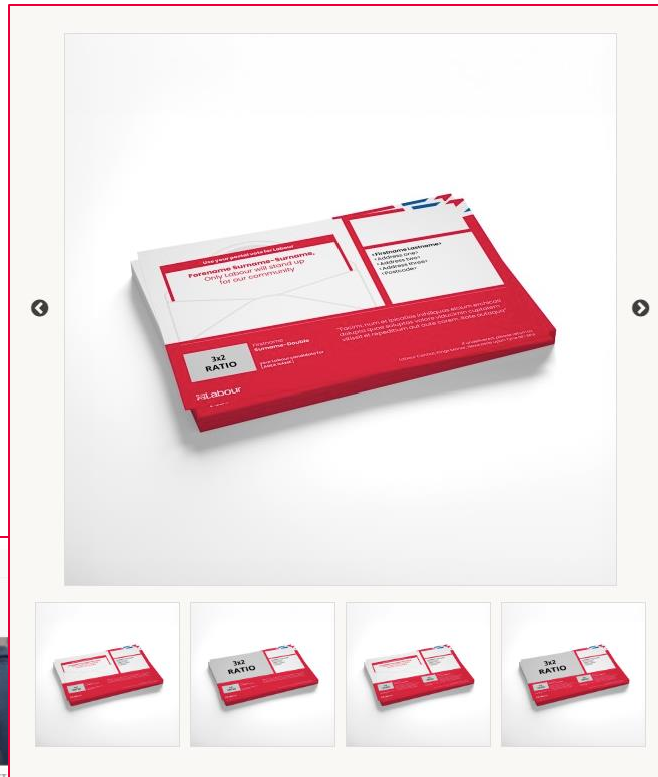


**Templates** for your generic print including newsletters, tabloids, and outcards.

**Dynamic direct mail** with segmentation and options for hand delivery or posting direct from the printer.

**Digital templates** for your social media campaigns.

**Ability to download PDF's** of the majority of templates to print at home or send to a local printer.

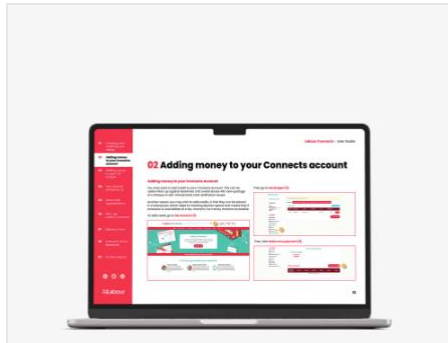


# Collaborative tools...

**CLP and Ward budgets** to have finances available to relevant stakeholders.

**Image and text libraries** that have not only national assets, but you can **add your local images** and **copy for other Connects users** in your area.

**Campaign groups** are currently in development which will **allow users to share assets specific to a campaign, collaborative working on draft templates, and budgets specific to a campaign.**



Labour Connects User Guide

[Read More](#)



Planning Your Print

[Read More](#)



Getting Started on New Labour Connects

[Read More](#)

**Need any further support?**

*Training including user guide: [Training Materials | Labour Connects](#)*

*View the new user video: [Getting Started on New Labour Connects | Labour Connects](#)*



**Time for  
questions  
and  
discussion**



# See you tomorrow...

## Your targeting plan

### 5pm kick-off





Thank you!

