CAMPAIGN365 –
THE IMPORTANCE OF TARGETING

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

Introductions

Labour

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

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BUILDING A YEAR-ROUND MOVEMENT

Three kick-off questions...

Who targets campaign activity ?

What methods do you use?

What are the barriers?

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

01 The strategic advantage

How targeting should give you a *strategic edge*

02 The latest methods and approach

Our best practice on how to target

03 Building for a short campaign

How this will support you during a short campaign

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Campaign principles..

Changing **behaviour**

Understanding voters

Gaining **trust**

Building **influence**

Persuasive storytelling

Turning out our voters

Working **together** & working **harder**

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Targeting gives local parties a strategic advantage by...

Selecting

Using their resources wisely...

Time

People

Money

Prioritising

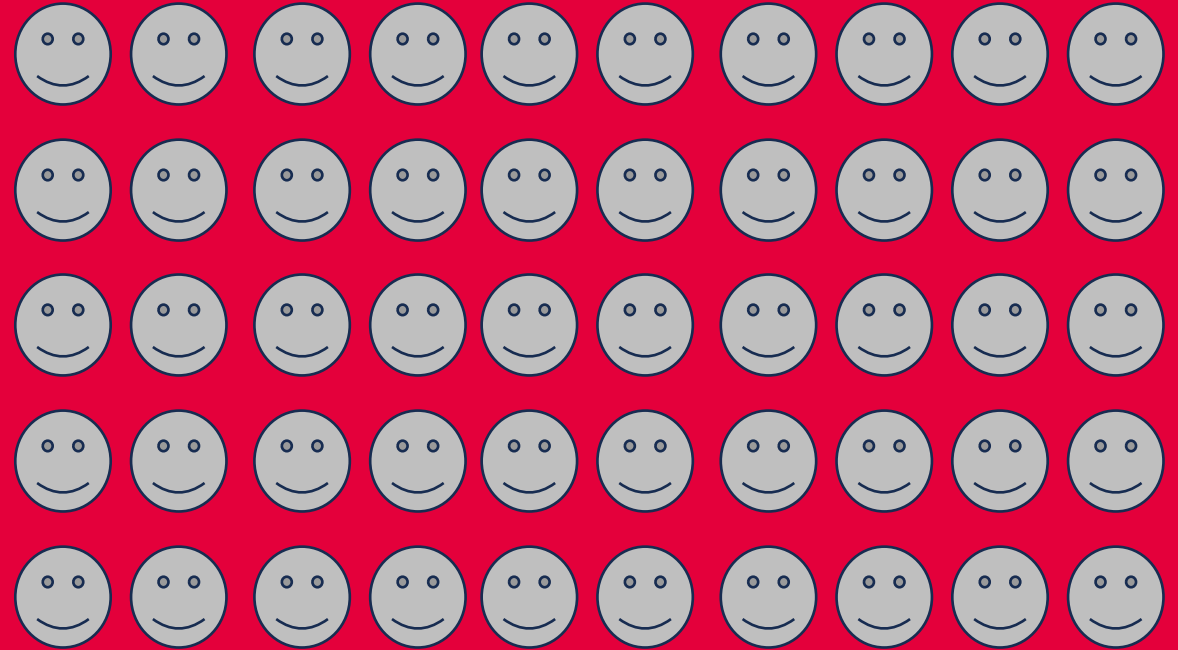Prioritising our efforts on those we can really **influence**

Segmenting

We know we need to talk to different **types** of people in different **ways**
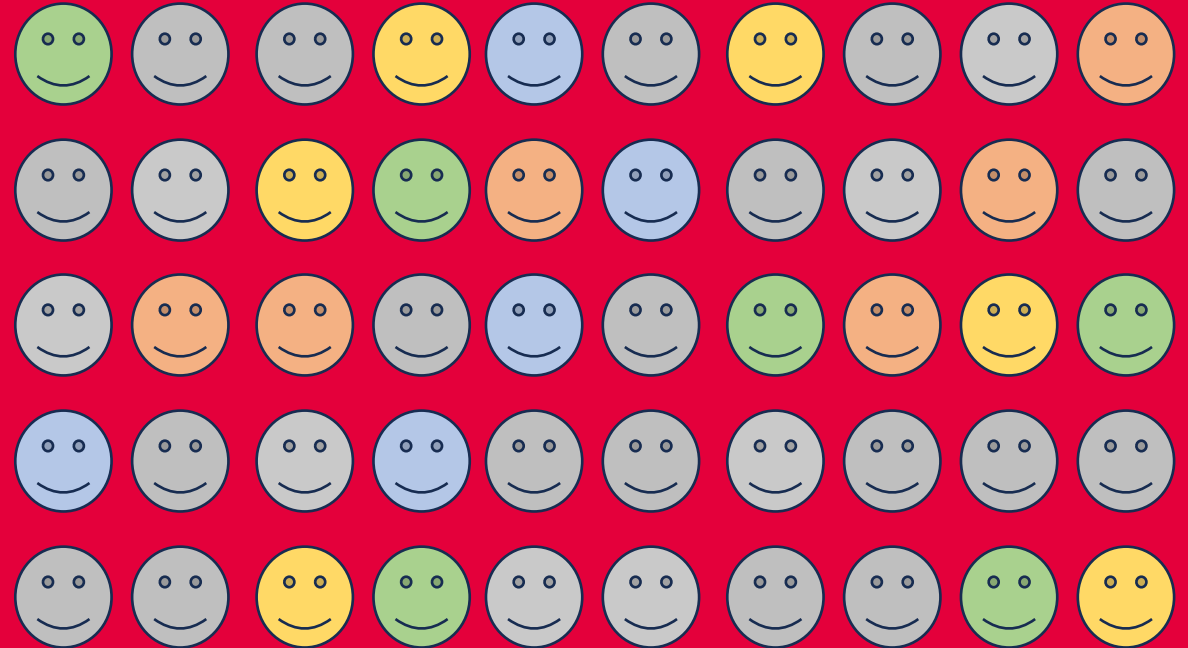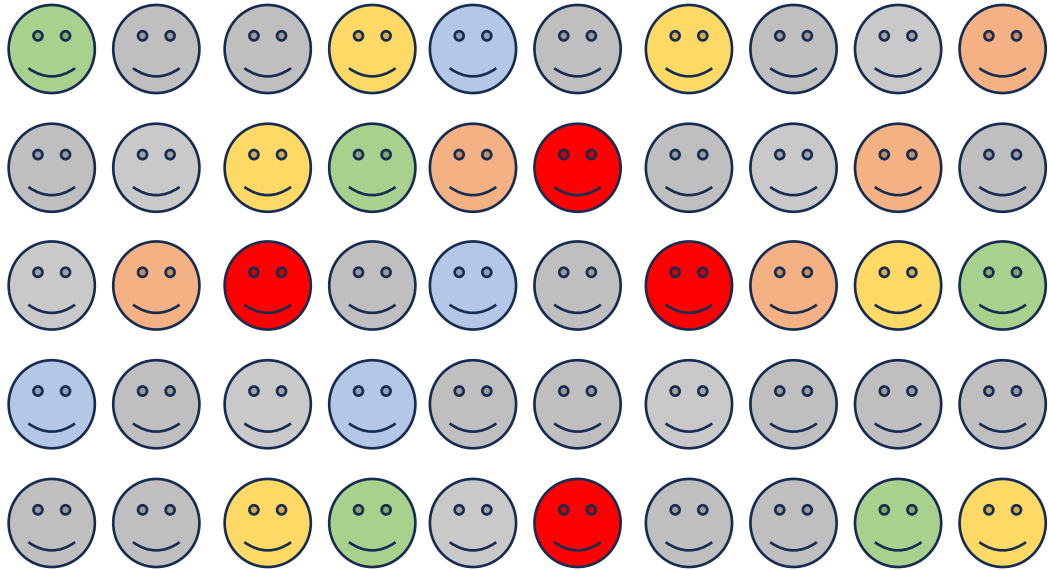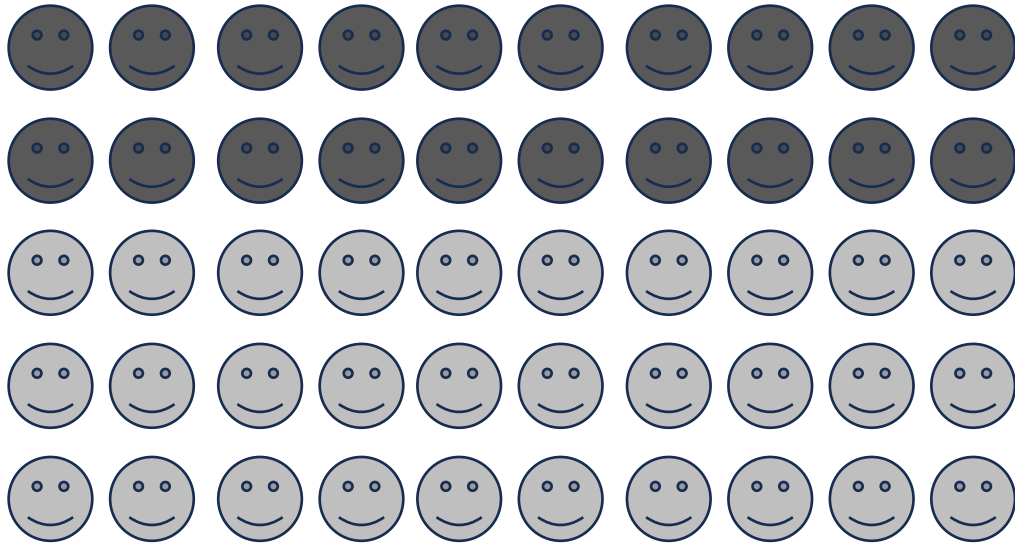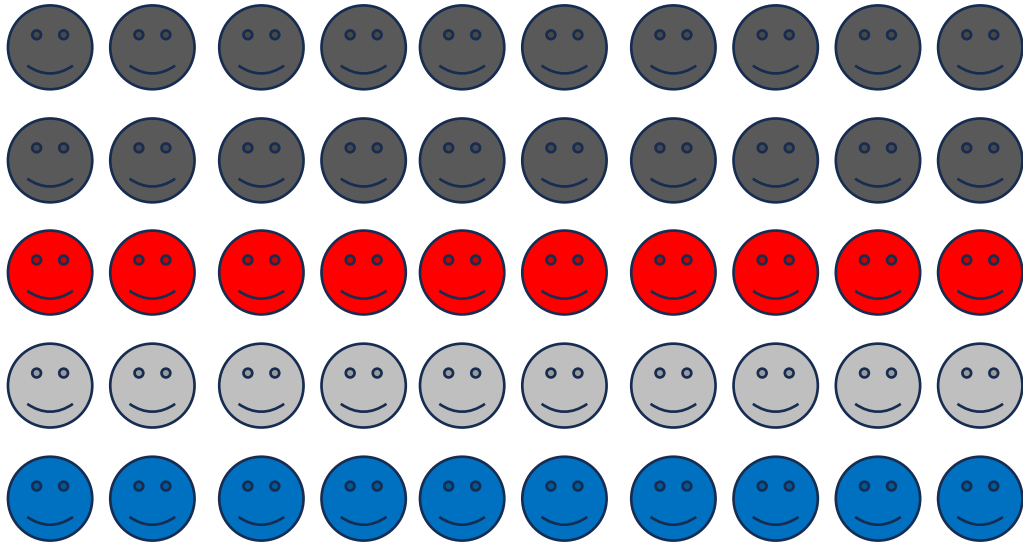
The 50 house street...

And some people
are target voters...

Retired
Has kids
Has a degree
Is wealthy
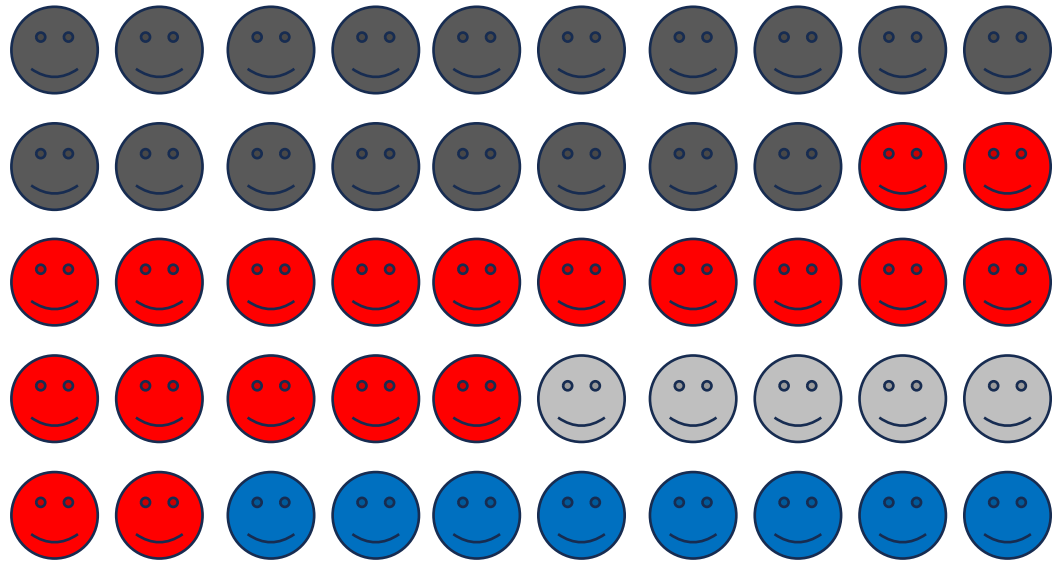Struggling
Under 30

Also, not everyone will vote...

60% turnout

And not everyone is tribal...

In this example

20%

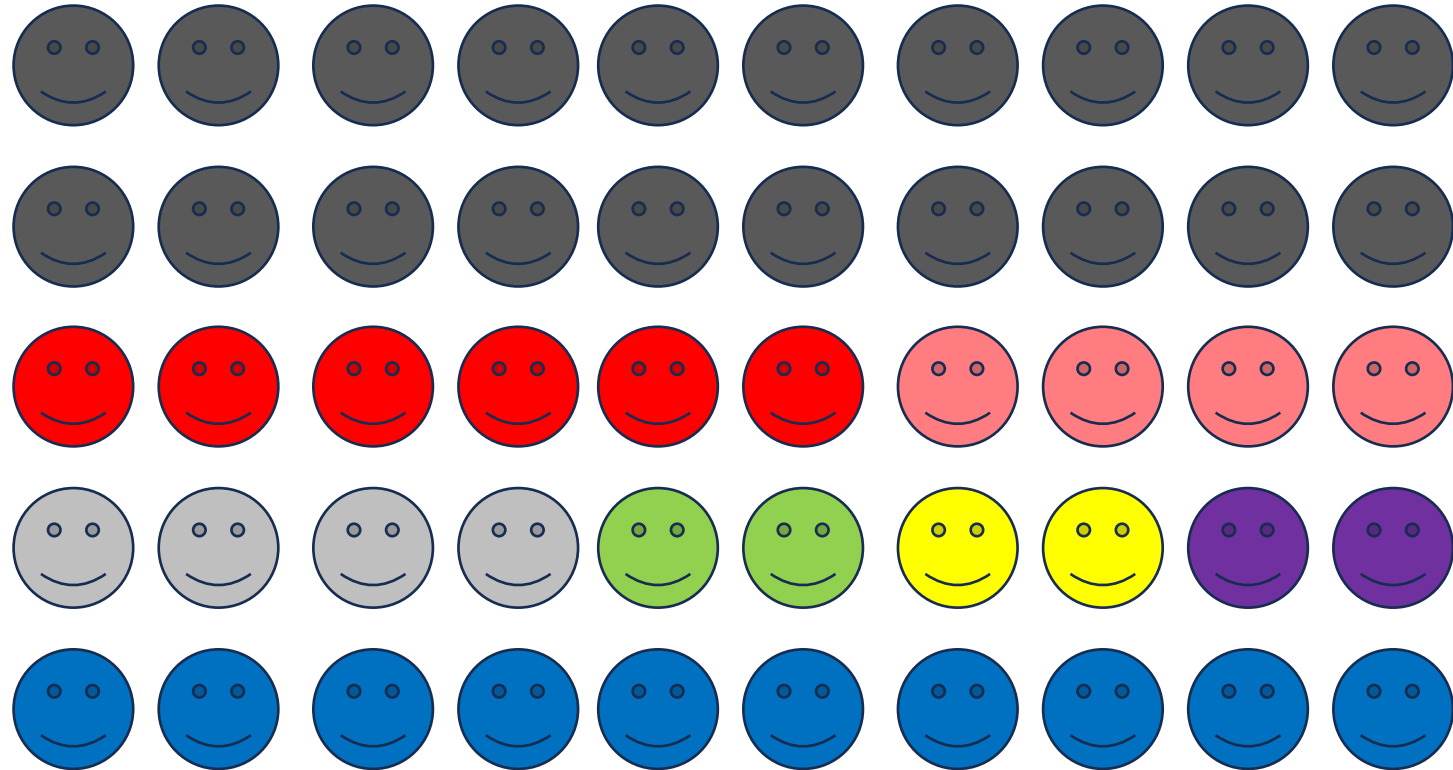**of voters could have the most influence over the final result.**

So to win…

—

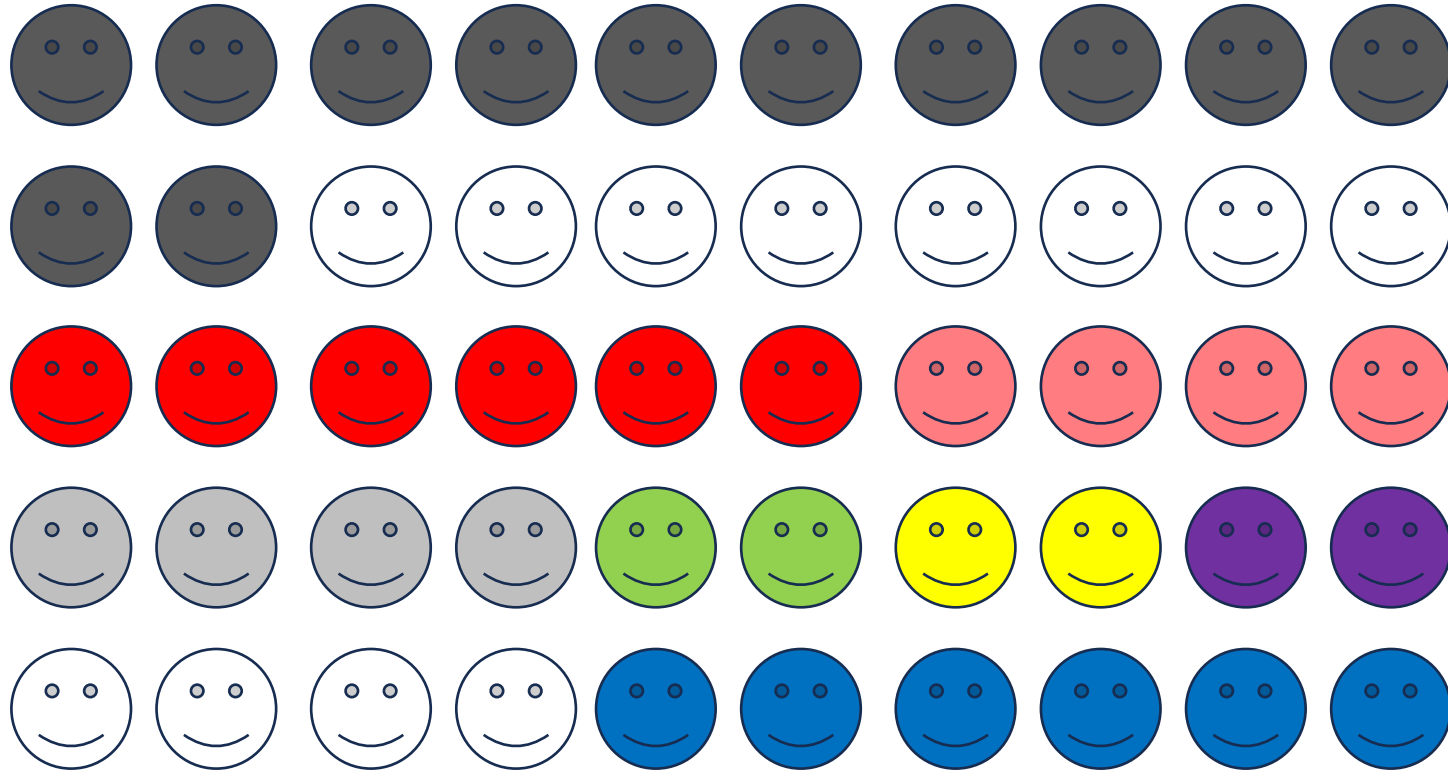…we must change voter behaviour through our <u>year-round</u> campaigns.
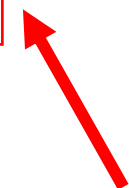
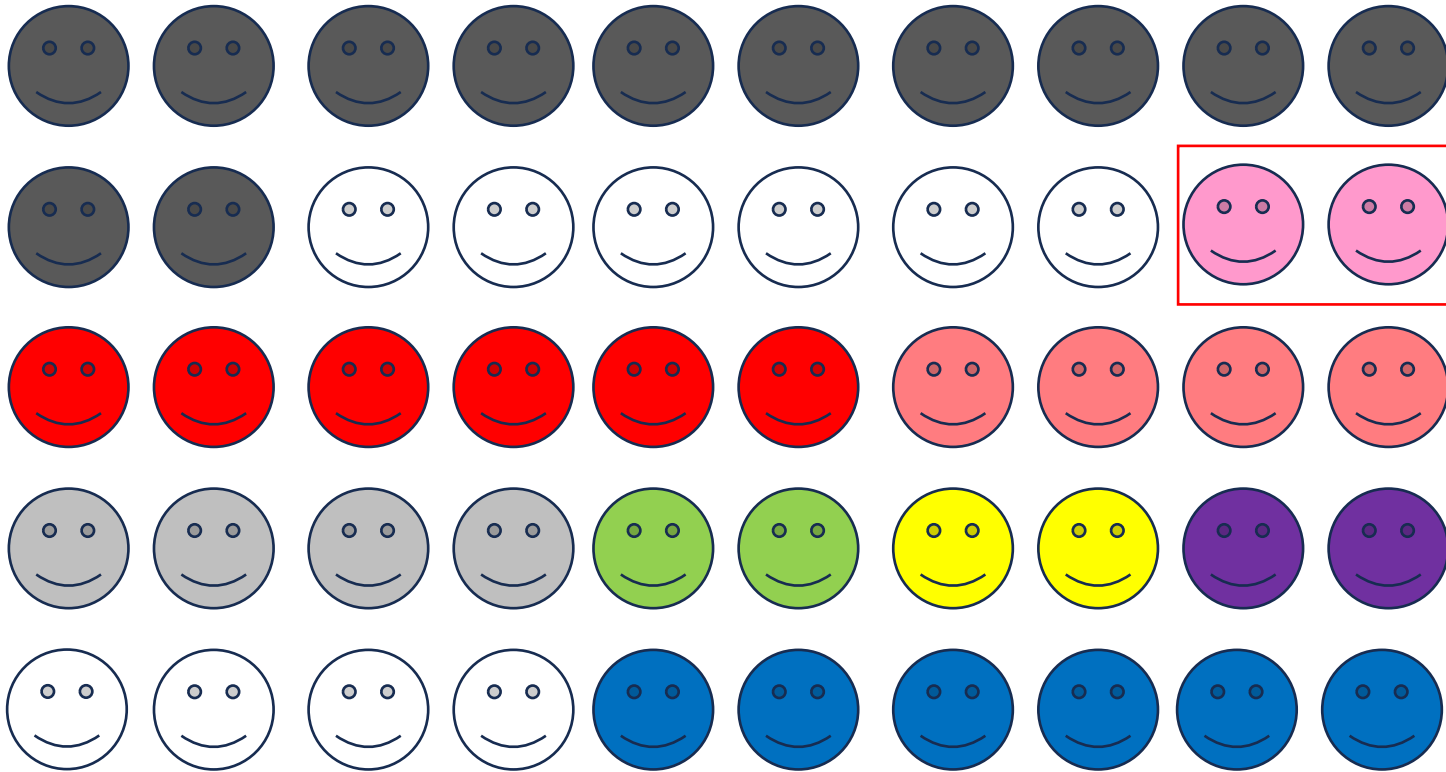# To do, this, we use Voter ID…

And targeting...

To find new voters
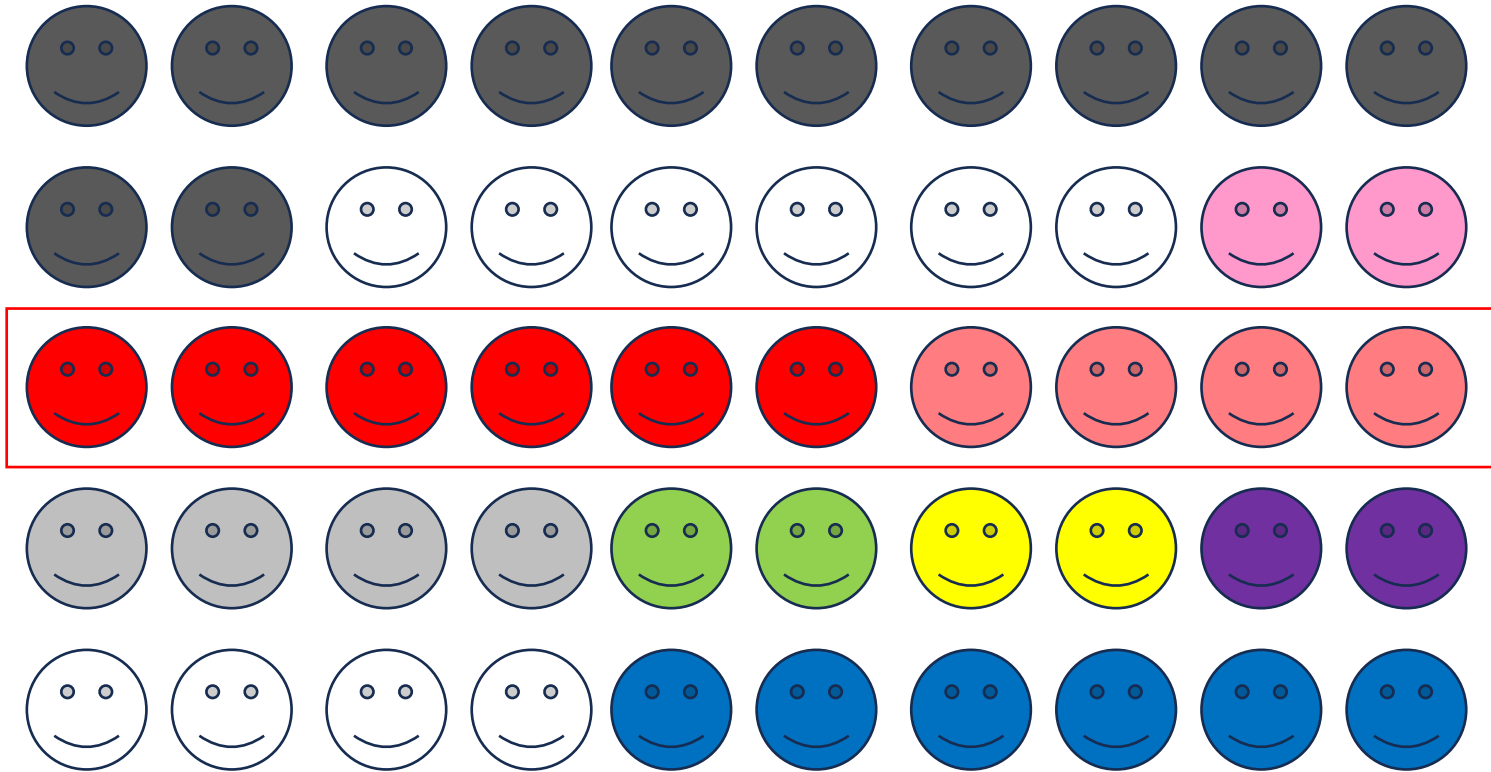

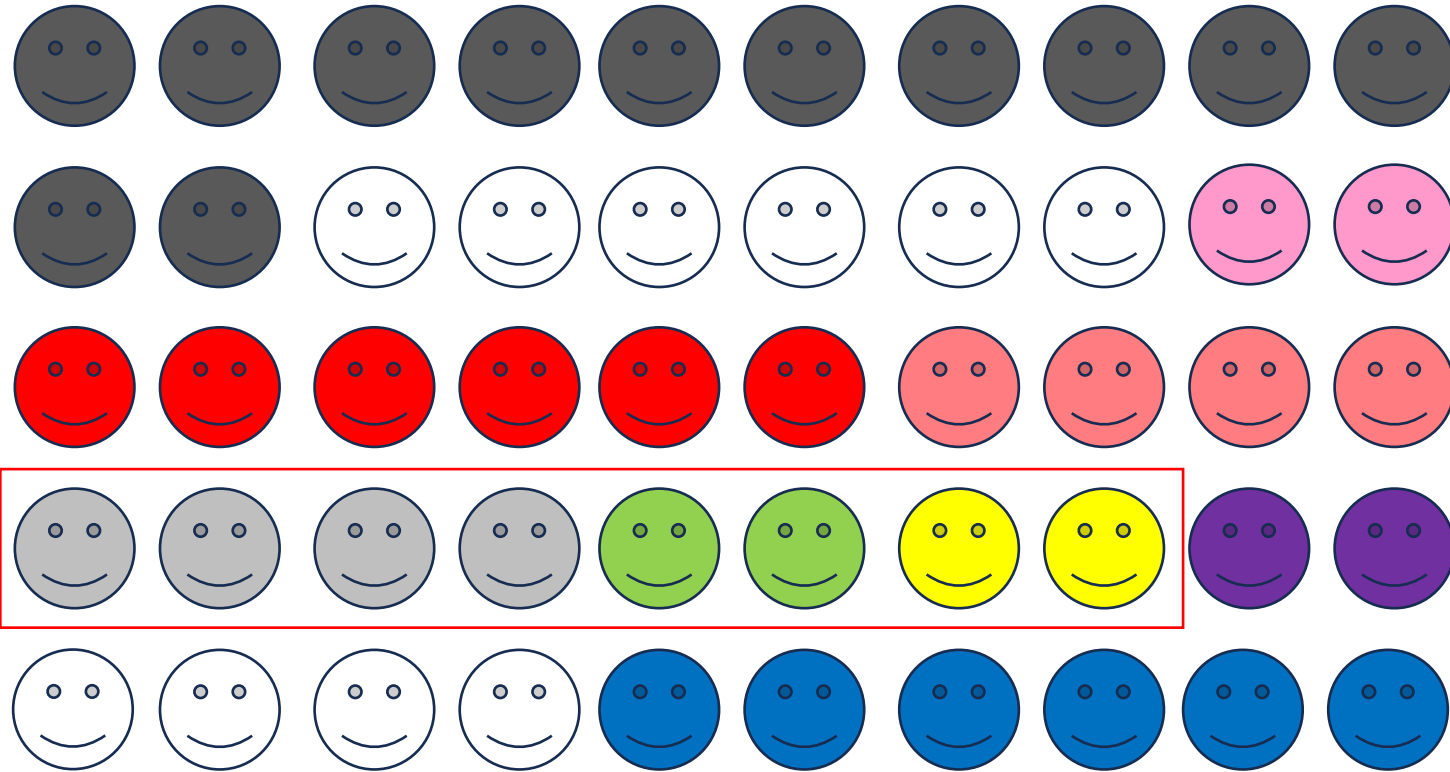**ACTIONS?**
Turnout

To retain and reconfirm

ACTIONS?
Retain
Turnout
Reconfirm

To squeeze and persuade

ACTIONS?
Retain
Turnout
Reconfirm
Persuade
Squeeze

To switch target voters
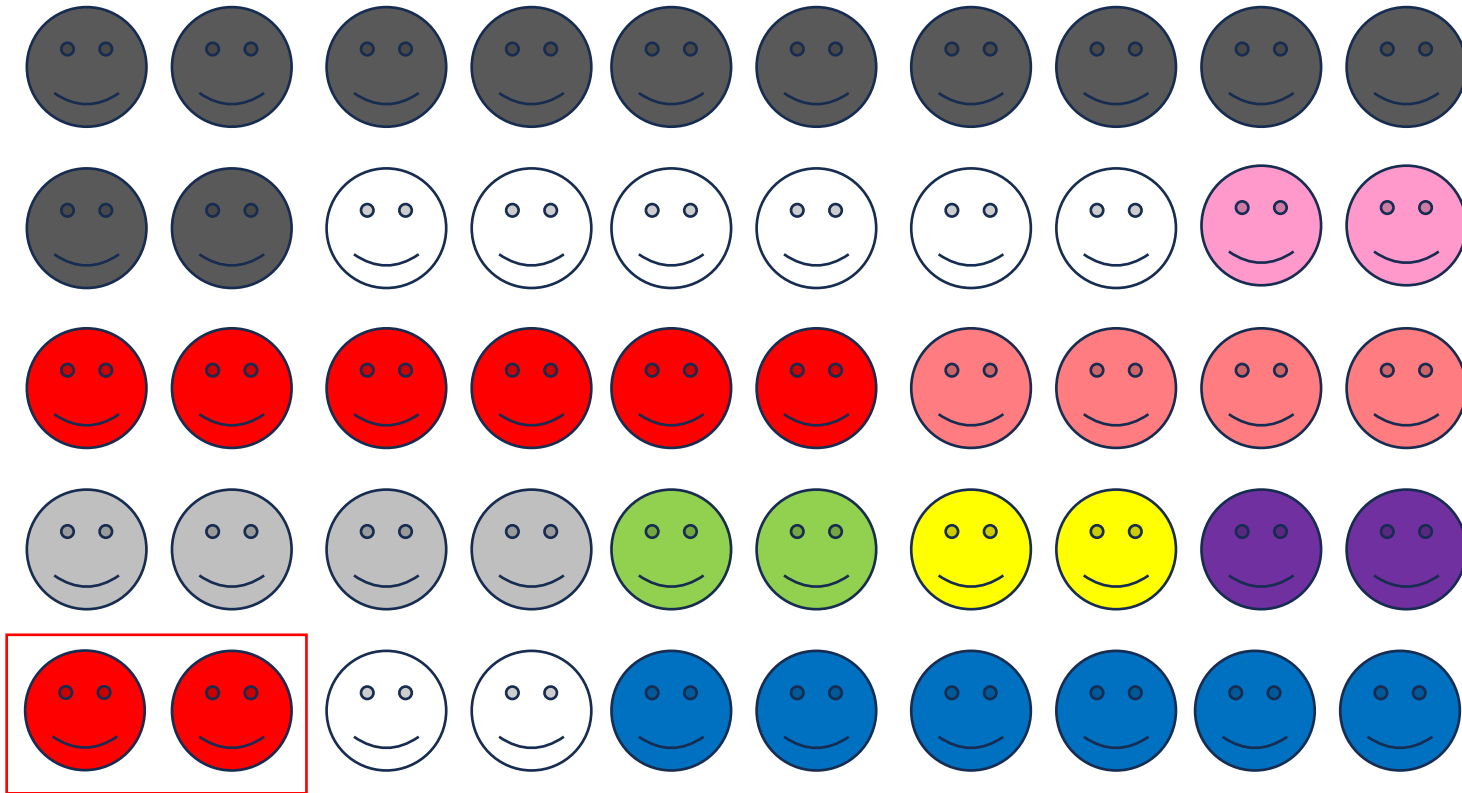
ACTIONS?

Retain
Turnout
Reconfirm
Persuade
Squeeze
Hero

..and to focus on winning

ACTIONS?
Retain
Turnout
Reconfirm
Persuade
Squeeze
Hero
Suppress

...and deliver a winning campaign

Retain
Reconfirm
Persuade
Squeeze
Hero
Likely/Top up

Retain
Reconfirm
Persuade
Squeeze
Hero/Likely

TURNOUT
+ ?

Start of short campaign

Polling day
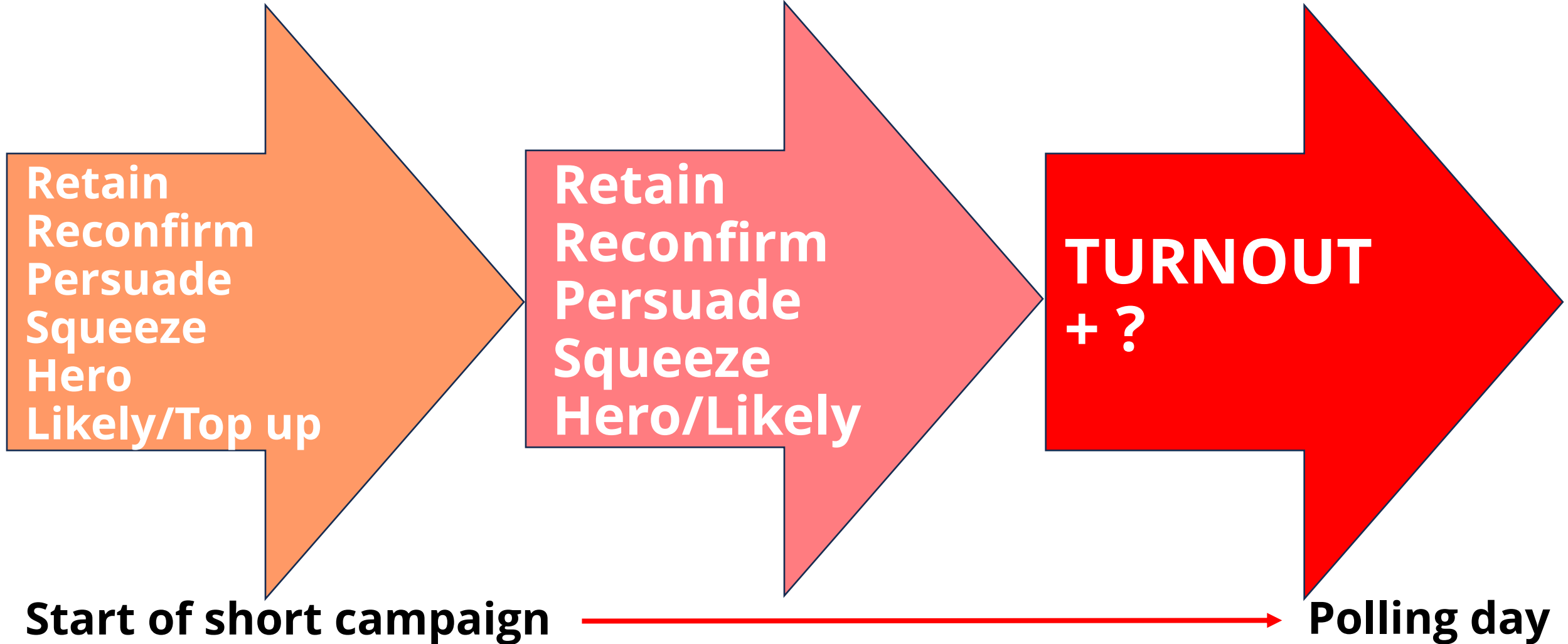
Campaigning Principles

1. Changing behaviour
2. Understanding voters
3. Gaining trust
4. Building influence
5. Persuasive storytelling
6. Turning out our voters
7. Working together and working smarter

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Questions

Insight functions

- Breakdown of contacts made across your area
- Electoral data info including key Stats on marked register, absent voter and polling station entry
- Retention statistics (comparing voter ID responses over time)
- Explore demographics of your area, including Mosaic
- Interactive maps of contacts, demographics and more
- Election results, archives and council composition
- Targeting Map which prioritises where you should go canvassing

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Insight *access*

- Access available for:
  - ✓ Staff
  - ✓ CLP Campaign co-ordinators
  - ✓ MPs and their staff
  - ✓ PPCs
  - ✓ Contact Creator admins (not automatic – contact us)
  - ✓ **Persons specified by Regional/National offices**
- Access is granted via your Labour Login

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Contact creator

- **Electoral database** with an individual record for every elector in the country
- Stores our **canvassing data**
- Used to **produce sheets for doorknocking**, **direct mail**, create **digital audience pools** etc
- Also contains a lot of **individual level demographic data**
- Key part of our data infrastructure

Engage and research

- Talk to people
- Knock on doors
- On the phone
- Surveys
- Casework
- Public meetings
- Coffee mornings

- Community leaders
- Labour community links
- Meetings with local workers
- Trade Union reps
- Local & social media
- Polling & Focus Groups

Different people, different approaches

- **Labour Promise** – Give them a good reason to vote for the Labour Party, sign them up to vote early by post and, if possible, make them into activist.
- **Persuade** – Find out more about them and tailor message to suit. More candidate focus
- **Squeeze** – Find out their second choice Party/who they prefer/definitely won't vote for. Provide squeeze messaging to make the election into a binary choice.

- **Main opposition core** – Ignore
- **Non Voters** – Ignore

Choosing your target wards

- Local and national context
- Past results **AND** turnout
- Recent VID
- Marked registers
- Other factors
  - ❑ Local issues
  - ❑ Contestation
  - ❑ Personal votes
  - ❑ Opposition activity

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The short campaign

- Narrow your voter pool
- Maximise candidate contact of key electors
- Main roads & thoroughfares
- Frontload activity for early voters
- Monitoring
  - Promise rate
  - Retention
  - D Break

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Early votes...

	Total		In Person		By Post	
Electorate	21.5m		17.9m	**83.2%**	3.6m	**16.7%**
Turnout	7.5m	**34%**	5.1m	**28.6%**	2.4m	**67%**

Why?
- Polling day challenges
- Early – benefit

In Person = 15 Hours
By Post = 2 Weeks

Who?
- Patchy Voters
- Mixed households
- Bad streets
- Uncontacted/Squeeze Early Voters
- Relational
- Contact Creator Selections

How?
- EV sign up w/ends
- DM
- Every doorstep session

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Targeting on polling day

- The number of people you need to vote Labour to win
- The number of doors you'll need to knock on to win
- The number of volunteers you are likely to have on polling day
- Have the right number of volunteers in the right places – DECIDE BEFORE THE DAY
- Brief your candidates that you will have a targeted approach and not a one size fits all approach

Convincing other members

Not enough volunteers have turned up to your doorknocking session and you need to decide between two doors to knock on.

A. A household of high turnout electors who have told us multiple times that they support the Tories.

B. A couple who've told us they supported Labour at one point but they later on said they're likely to vote Tory.

If you can't knock on both doors, talking to the electors in house B is likely to have a bigger positive impact on our vote than talking to the people in house A.

When we make decisions on who to **select** for our campaigning work, we need to **prioritise** some electors over others.

Why do we do this?

Targeting is essential to best utilise your resources.

- People
  - A job for everyone
  - Personal contact
  - Motivation
- Money
  - Small/Medium/High value fundraising

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Take aways...

Do you have insight access?

Do you know the target areas within your target wards

Have you inputted the marked register?

Who are you targeting with your doorstep work?

Can you plan a direct mail to potential postal voters in a target area?

?

Time for questions