



CAMPAIGN CHAMPION ACADEMY 2025

WELCOME GUIDE FOR NOMINATED CAMPAIGNERS

This is an initial Welcome Guide. More details to follow.



WELCOME TO THE ACADEMY

Congratulations! You have been nominated by your MP to join the Campaign Champion Academy 2025, a new dynamic development programme for Labour campaigners. The first programme will run January to July 2025, with flexible training activities throughout the period.

This is an exciting opportunity to strengthen your campaign skills, connect with other activists, and help shape our movement at the local level. It is a flexible programme and you only join the activities that interest you. We recommend participating in at least 70% of the opportunities to maximise the opportunity.

The Academy is a programme designed to **develop the next generation of campaigners across the Labour Party**. Over this period, you'll gain the skills and insights needed to support effective, impactful campaigns with your local MP, local party and fellow campaigners. It will be predominantly online but there may be opportunities in-person too (this will depend on your Region and Nation).

WHAT WILL THE PROGRAMME ENTAIL?

- ✓ **Flexible online training:** This'll include virtual training, workshops and videos, up to one to two hours a week. You choose which sessions to attend based on your interests and opt-out at any time.
- ✓ **Networking and collaboration:** Connect with fellow campaigners across the country to share experiences and strategies.
- ✓ **Personal development:** Build your confidence, learn best practice, and grow as an emerging key campaigner for the Labour Party.

WHAT WILL I LEARN?

- ✓ **Year-round community organising:** Practical skills for mobilising local support in your constituency, running effective door knocking sessions and engaging voters locally.
- ✓ **Digital campaigning:** Effective use of social media and digital tools to engage people locally.
- ✓ **Using campaign technology:** Using Labour Party tools such as Organise, Contact Creator and Connects.
- ✓ **Winning elections:** How to prepare and run an election campaigns. This will cover areas including working as a campaign team, messaging, how we strategically tackle minor parties and preparing for polling day.

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Please see below some additional information, including expectations and key dates. Frequently Asked Questions (FAQs) can be found on the following page.

WHAT IS THE EXPECTATION?

- ✓ **Your commitment:** You'll be given access to one – two hours a week of flexible development opportunities with Labour HQ staff, in partnership with Regions and Nations. That includes online exclusive sessions, workshops and videos. You're encouraged to attend at least 70% of sessions to make the most of the opportunity, but it should fit around your existing commitments.
- ✓ **Active engagement:** Participate in group discussions and exercises to get the most from the experience.
- ✓ **Applying what you learn:** Use your new skills to contribute to Labour's local campaigns and share your insights with others.

KEY DATES

- ✓ **Programme start:** Mid-January 2025
- ✓ **Initial orientation:** December 2024 (more details to follow)
- ✓ **Programme close:** July 2025

JOIN WHATSAPP COMMUNITY FOR UPDATES

We've set up a WhatsApp community to keep you connected with fellow Academy participants and share updates. **More details will be coming soon!**

Here's the link and QR code to join:

<https://chat.whatsapp.com/DAmGFpFpW5yBwvzKen2xOP>



We look forward to seeing the impact you'll make through the Campaign Champion Academy. Let's build a stronger Labour movement together.



FAQS

Why am I being nominated for the Academy?	You were nominated because of your commitment and enthusiasm in supporting our local campaigns as a Party. The Academy will help you gain valuable skills and connect with other motivated campaigners across the Party.
What can I expect from the programme?	You can expect: Flexible opportunities: One to two hours of development each week, including virtual training, workshops, and videos. You can choose which sessions to attend based on your interests and opt-out at any time. Networking opportunities: Connect with other campaigners across your Region / Nation and the country, share experiences, and learn best practice. Skill development: Gain practical skills in areas like canvassing, digital campaigning, and community organisation, which you can use to help Labour win elections.
How long does the programme last?	The Academy will run January to July 2025. You'll have access to training resources and sessions spread over this period, allowing you to progress and access opportunities that interest you. It will be predominantly online. In-person opportunities will vary depending on the location. While it is flexible, we encourage you to attend at least 70% of the sessions to maximize the benefits.
Do I have to attend every session?	No, the programme is designed to fit around your existing commitments. You can choose the sessions that interest you most, though we do encourage attending at least 70% sessions to make the most of the opportunity.
Will there be any follow-up or support after the programme ends?	Yes! The skills you gain will be put to good use in our upcoming campaigns, across the upcoming local elections and up to the next General Election.
Do I need any previous experience?	No prior experience is necessary. The programme is particularly suitable for campaigners who are newer to active campaigning or who want to take on more responsibility. If you've been involved in our campaigns before but want to enhance your skills, this is a great opportunity.
What should I do if I'm interested in participating?	Confirm with your MP if you'd like to participate, and ask any additional questions you may have. You'll receive more information about the next steps as the Academy start date approaches in January. For any further questions, you can reach out to training@labour.org.uk .
Will there be any costs involved?	No, the programme is free for all participants. The Labour Party is investing in your development as a campaigner to help strengthen our local and national campaigns.