

Day Two schedule

Persuasion Pathways
Direct Mails

Break

Recruiting Volunteers
Targeting and Prioritisation

Persuasion Pathways

OVERVIEW

The most important voters in the campaign are potential switchers to Labour or undecideds who might vote for us.

This requires a greater focus on persuasion than ever before, and an active effort to take voters on a personal pathway where they get repeated, high-quality contact with content tailored to their priorities.

Persuasion Pathways

STRATEGIC OBJECTIVES

1. Integrate print, digital and field.
2. Build a relationship between voter and candidate.
3. Deliver higher quality, persuasive voter engagement.
4. Create a regular routine for candidates and campaign teams.
5. Get the right message to the right voters using the most effective techniques.

Persuasion Pathways

HOW IT WORKS

Stage 1:

DOORSTEP CONVERSATION

- Use survey
- SAME script
- Capture phone / email data
- Record what voters are interested in

Stage 2:

PERSONAL LETTER

- Wet signed by Forhad
- Handwritten envelope

Stage 3:

CANDIDATE CALL

- Survey card info to inform Forhad calls

First Name Surname

wants to hear your views.

NAME:

ADDRESS:

POSTCODE:

What is the most important issue for you and your family?

Which party would you vote for if there were a General Election tomorrow?

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Labour | <input type="checkbox"/> Conservative |
| <input type="checkbox"/> Liberal Democrat | <input type="checkbox"/> Green |
| <input type="checkbox"/> Reform | <input type="checkbox"/> UKIP |
| <input type="checkbox"/> Other | <input type="checkbox"/> Don't Know |
| <input type="checkbox"/> Non Voter | <input type="checkbox"/> Against |
| <input type="checkbox"/> Would rather not say | |

Which party do you plan on voting for in the local/devolved elections?

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Labour | <input type="checkbox"/> Conservative |
| <input type="checkbox"/> Liberal Democrat | <input type="checkbox"/> Green |
| <input type="checkbox"/> Reform | <input type="checkbox"/> UKIP |
| <input type="checkbox"/> Other | <input type="checkbox"/> Don't Know |
| <input type="checkbox"/> Non Voter | <input type="checkbox"/> Against |
| <input type="checkbox"/> Would rather not say | |

FOR OFFICE USE ONLY: MC PV CW WP

Vote Labour
and Co-operative

On a scale of 1-10 how likely are you to consider voting Labour?

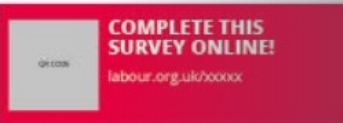
Please circle, 1 = least likely 10 = most likely

1 2 3 4 5 6 7 8 9 10

Which improvements would you like to see in your local area?

PHONE

EMAIL:



If you are unable to complete the survey online, please send your response in a stamp addressed envelope to:

Name Address, Address, Address

Be part of our movement - with the contact details you have chosen to provide, the Labour Party may keep you updated by phone, email or text on the latest campaigns, events and opportunities to get involved:

Yes, add me to the list No, don't add me to the list

The Labour Party uses your personal data for a variety of reasons related to engaging in the democratic process. Where we rely on consent, you are always able to opt out. To find out more about how we use your personal data and to view our Privacy Notice, please see labour.org.uk/privacy-policy

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Persuasion Pathways

WHAT YOU NEED TO DO

Step 1:

GET SURVEY CARDS

- Your out cards will usually have space on the back to record email, phone number and the issue they are interested in
- If not, you can order survey cards

Step 2:

RECORD THE DATA

- Enter phone number, email and top issue DURING the session
- If not, make sure you have written name and address on the card!

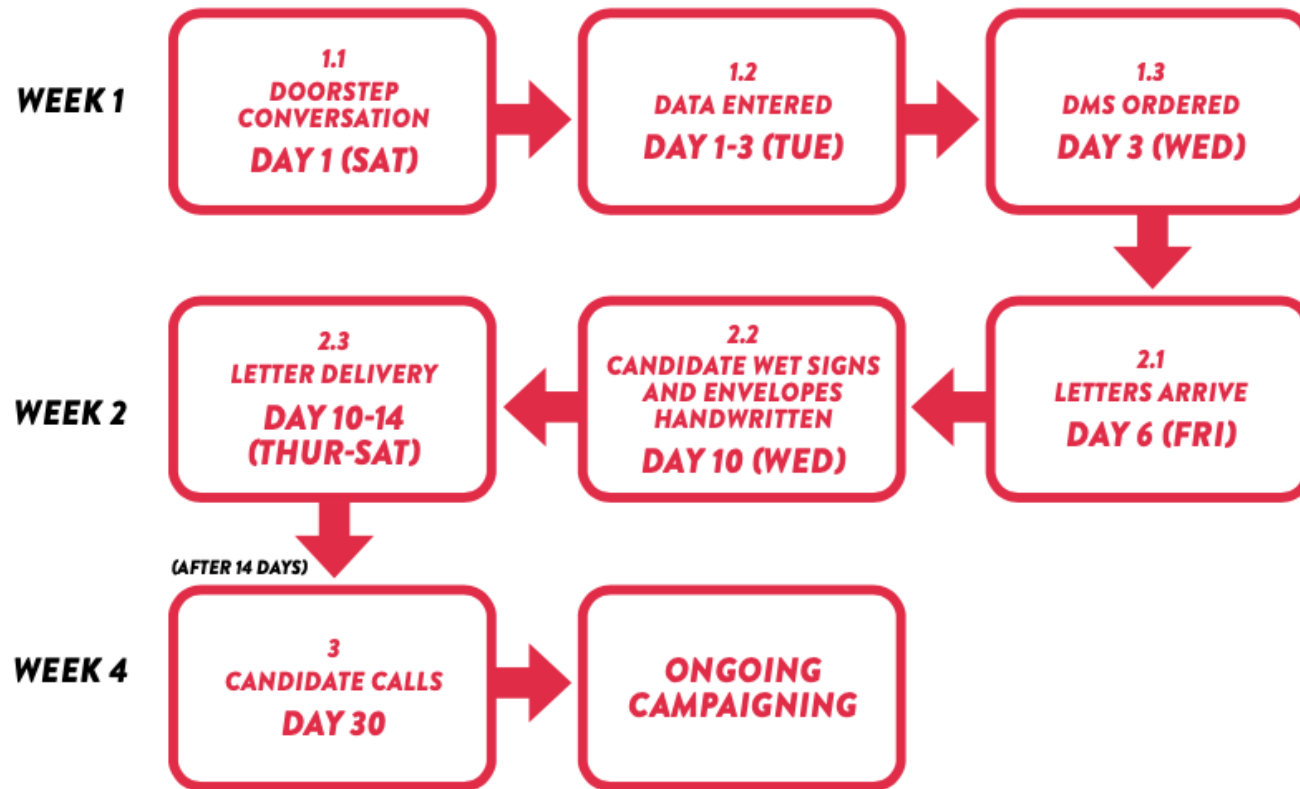
Step 3:

DELIVER THE LETTERS

- Organiser will run report and print for you
- These are printed by the party and sent to Organiser
- You may have to stuff envelopes
- You arrange local delivery

ACTIVATE
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EXAMPLE TIMELINE




Direct Mails

OVERVIEW

Direct mails (DMs):

- Come from doorstep conversations
- Hyper-local content
- Great for collecting data
- Small scale – max one road group
- Printed and stuffed internally or externally
- Delivered by hand



A hand holding a pen over a document with a table. The document contains a table with columns and rows, and some text is visible. The background is dark and out of focus.

Doorstep conversations and hyper-local content

BE ON THE LOOKOUT FOR:

- Issues that everyone has in common
- Hyper local – affecting a building, block, street or small area
- Simple wins
- Political angle

Capturing data

TWO METHODS:

- Petition
 - Asking for a clear outcome
 - Usually aimed at Tory government or local council
 - Not usually used against housing assocs / businesses etc
- Survey
 - Gathering voters' opinions

ALWAYS GET CONTACT DETAILS



A close-up photograph showing a person's hands holding a white envelope. The person is wearing a dark blue long-sleeved shirt. The background is a white door with a handle. The image is partially obscured by a dark grey overlay on the right side.

Delivery

- Remember – small scale
- Can be printed and stuffed by Labour Party, external printer or locally on Riso
- This should be done by your Organiser
- You may have to stuff envelopes yourself
- Deliver by hand

Questions?

Break

Recruiting Volunteers

OVERVIEW

- Start small
- Multiple sources of volunteers
- Build up to canvassing over time
- Don't steal volunteers!



Sources of volunteers

WHERE TO FIND THEM

- Members in your ward
- Friends and family
- Students from universities nearby
- NOT from neighbouring wards!

Recruiting members in your ward

HOW TO DO IT

- Call them!
- Arrange a social
- Email a survey
- Knock and drop a survey
- Keep in touch
- Remember – start small



**Rachel
Blake**

For Cities of London
and Westminster

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Dear Member,

I'm writing to you to ask for your help. To win here, I will need every volunteer I can find to help counter the Tories' huge spending advantage.

If you could give up just a small amount of your time, you can make a real difference and help us kick out this rotten Tory government at the next General Election.

Ways you can help include delivering some leaflets near where you live, calling voters in our constituency, volunteering some time in our office, talking to voters on their doorsteps and making a donation to the campaign.

To let me know how you can help, please either scan the QR code below, fill out the form and send it back, or just give your Ward Organiser **Ian** a call on **07847 384 108**.

Either scan here to fill out the form online,



Or

Fill in the form below and send it back to **Westminster Labour, 4G Shirland Mews, London W9 3DY**.

Your name:

Phone:

Email:

I can help by:

- Delivering leaflets
- Calling voters by phone
- Volunteering at the office
- Talking to voters on their doorsteps
- Making a donation

Thanks so much for your support.

Rachel Blake, PPC for Cities of London & Westminster

Printed by Jacqueline Bore for Rachel Blake, PPC, 4G Shirland Mews, London W9 3DY. Printed by Westminster City & Westminster Park Mews Way, Waverley, Tottenham, SE2 5DR.



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Questions?

Targeting and Prioritisation

OVERVIEW

- Don't do it unless you have to!
- Reasons to prioritise:
 - Time
 - Resources
 - Volunteers

Ways to Prioritise

HOW TO DECIDE

- By road group:
 - Access
 - Demographic or housing type
- Using Insight roadgroup report
 - Insight Priority
 - Contact rate
 - Patchy voters etc
 - 'Labourness' and 'Turnoutness'



Using Contactcreator

HOW IT WORKS

- Using selections:
 - Be guided by your Organiser!
 - All voters vs recommended voter ID
 - Uncontacted
 - Patchy voters etc

Questions?

Resources and feedback form