

CAMPAIGNING 101



Why we campaign

Speaking with voters is the best way to get a feel of what people care about, and what they want to see from the Labour Party. It's by building those relationships and trust within communities all year round that we really make a difference when it comes to polling day. And in seats where as little as a few hundred votes could decide the outcome, your chat with Karen from down the road could be more important than you think!

What is door knocking?

Door knocking – which is also often referred to as campaigning or canvassing – is talking with people about the issues that matter to them. Every day, teams of Labour members and volunteers are out representing our party, listening to people, and sharing our position on important issues. This means that when it comes to elections, we know what really matters to people, and people know where Labour stand and why they should vote for us.

What to expect

You'll be out in a group – we never expect people to go out alone! There'll be a meeting before you begin and if it's your first time you'll shadow an experienced campaigner until you feel more confident.

Typically conversations are quite short – they can be as simple as "Hi Mrs Smith, can I ask if you plan on voting for Labour at the next election?". The key thing is to introduce yourself with a smile and record what people said so that we can answer people's questions and address their concerns.

Some people will want to have a longer chat – especially if they haven't decided who they're voting for. Remember that you don't need to be a policy expert and don't worry if you don't win over every undecided voter! The important thing is that you've started a conversation that someone else will be able to continue.

Also – it's fun! Door knocking is a great way to meet your fellow members, and sessions are often followed by a trip to a cafe or pub. Many a friendship has blossomed over a confusing cul-de-sac or a post-canvassing coffee.

Why we canvass

Elections are won between polling days, because talking with voters all year-round builds relationships and makes people more likely to vote for us. It also tells us what people's priorities are, so that when we write pledges, run campaigns and share leaflets, we're speaking to people about the issues they care about. And crucially, canvassing means we know which voters definitely support us so that on polling day we can 'get out the vote' effectively (GOTV). In marginal elections, where as little as a few hundred votes could decide the outcome, this can make all the difference.

Talking Points

Labour put working people and their families first, and the Tories always prioritise their friends at the top.

Under the Tories, for too many people work is insecure and pay isn't enough to make ends meet. It's harder than ever to get a decent home. The NHS and social care have been pushed into crisis, it's harder to see your GP and waiting lists are growing. Schools are facing huge cuts, class sizes are rising, and university students are facing crippling debts. Every election is an opportunity to elect Labour candidates that will put working people and their families first.

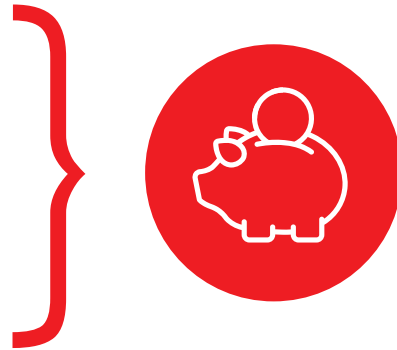
The 3 doorstep questions:

1. If there was a General Election tomorrow which Party would you support? If the answer is Labour you do not have to ask the next two questions.
2. At the last General Election who did you vote for?
3. Would you prefer a Labour or a Tory government?

Talking Points

Decent Work and Job Security

Under the Tories, work is less secure. They've made it easier to put people out of work, and almost a million people are on zero-or short hours contracts, not knowing how much work or pay they'll get from one week to the next. Labour will make work more secure by strengthening workplace rights and banning zero hour contracts. They will invest in jobs and skills, unlocking £500bn of investment to grow our economy and create decent jobs.



Better Pay

Under the Tories, it's harder to make ends meet. Average wages are still worth less than they were a decade ago, nearly 6 million people earn less than the Living Wage, and our public sector workers haven't had a real terms pay rise for 8 years. Labour will put more money in working people's pockets. They will introduce a real Living Wage of £10 per hour by 2020, so that no one in work gets poverty pay, and they'll end the public sector pay cap, because our public sector workers deserve a pay rise.



Quality of Life

Under the Tories, life for working people is getting harder. Most people's incomes haven't kept up with prices. Rents are rocketing and home ownership is at its lowest rate for a generation. Too many have to rely on debt to stay afloat. Labour will improve living standards, by investing in new affordable homes to rent and buy, building over a million new homes in five years. They'll introduce 4 new bank holidays to give working people and their families the break they deserve.

