

# CAMPAIGNING 101



## Why we campaign

**Speaking with voters is the best way to get a feel for what people care about, and what they want to see from a Labour Government. It's by building those relationships, and by building trust all year round that we really make a difference when it comes to polling day. And in seats where as few 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 and asking them which political party they plan to vote for. 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. It also means that on election day we're able to pop back to visit those people who have told us they're voting Labour – so we can remind them to vote, and get as many Labour voters to turn out as possible.

## What to expect

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

Typically conversations are quite short – they can be as simple as "Hi Mrs Smith, can I ask who you are planning to vote for on election day?". The key thing is to introduce yourself with a smile and record what people said accurately so that we can address people's concerns and follow up appropriately.

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

Talking with voters all year round builds relationships and means we know what matters to voters, and they know where we stand on those issues. It also tells us what people's priorities are, so that when we run campaigns and write leaflets, we're speaking to people about the issues they care about.

Crucially, canvassing means we know which voters definitely support us so that on polling day we can 'get out the vote' effectively (GOTV). This means we get in touch with people who have told us they are voting Labour to remind them to vote. In marginal elections, where as few as a few hundred votes could decide the outcome, this can make all the difference.

A lot of the time, when we canvass it's on the doorstep - knocking on voters' doors as a team. Other times, we speak to voters over the phone - this is often referred to as 'phone canvassing'.

## What is a leaflet round

Sometimes, you'll be asked to do a leaflet round - this means you'll be given a map of a set of streets and asked to deliver a leaflet or letter to some or all of the houses. You'll usually do a leaflet round in a pair or a small group. Leaflets or letters could be about a particular issue, or they could be a reminder to vote.

### The 3 key doorstep questions:

- 1. If there were a General Election tomorrow which political party would you support?**
- 2. Think back to the last election. Which political party did you vote for?**
- 3. Would you prefer a Labour Government to a Tory Government?**

**It's time for REAL change. Vote LABOUR on December 12.**

# TALKING POINTS

## The choice at this election is between:

- **A Labour Government that will stand up for working people and their families.**  
Labour will rebuild Britain for the many. They will raise pay, make jobs more secure, build decent, affordable homes and fix our schools and NHS.
- **Boris Johnson and the Tories, who only ever stand up for the privileged few.**  
Working people are finding it harder to make ends meet, jobs aren't secure, and our schools and hospitals have been pushed to the brink. Britain simply cannot afford 5 more years of the Tories.

## Decent work, secure jobs

Under the Tories, jobs are less secure, with almost a million people on zero hours contracts and many more on short hours. They have made it easier to put people out of work, and their Trade Union Act has made it harder for unions to stand up for their members.

Labour will invest to create decent, secure jobs, and will ban zero hours contracts. They will scrap the Trade Union Act and restore full trade union rights to help unions grow and win a better deal at work. They'll kick-start a green industrial revolution, safeguarding our climate and creating hundreds of thousands of high-wage, high-skill unionised jobs across the country.



## Better Pay

Under the Tories, too many people are struggling to get by - average wages are lower than before the financial crisis, and 8 million working people are in poverty. No one should have to worry about how to put food on the table.

Labour will put money in working people's pockets - they'll introduce a real living wage of at least £10 an hour as soon as they take office, and will strengthen trade unions to help them win better pay for millions more people. They will end in-work poverty and eliminate the need for food banks.



## Quality of Life

Under the Tories, it's harder to make ends meet. Most people's incomes haven't kept up with prices. Rents are rocketing, and home ownership has fallen over the last nine years. Families are struggling with steep childcare bills and rail fares have soared three times faster than wages.

Labour will give working people more of their time back, creating 4 new bank holidays, reducing the working week to 32 hours within a decade with no loss of pay, and working to increase minimum annual leave entitlements. They'll build at least a million new genuinely affordable homes to buy and rent over ten years. They'll offer parents 30 free hours of childcare every week for all children, from ages 2 to 4. They'll give everyone who uses public transport a better deal, by taking the railways back into public ownership and giving power to local authorities to plan and run bus services.



## Fixing our public services

Under the Tories, our public services have been pushed to the brink. Hospital waiting lists are up, A&Es are struggling, social care is in crisis and it's harder to see your GP. Class sizes are soaring, there are more unqualified teachers, and our schools face huge budget cuts.

Labour will properly fund our public services, giving our NHS the money it needs, investing £8bn to tackle the social care crisis and increasing funding for GP services. The next Labour Government will introduce free personal care for older people, as part of a new National Care Service. Labour will make sure our public services are owned and run by the public for the public - with decisions based on public need not private greed. Labour will fund real pay rises for the millions of nurses, teachers and public sector workers who've suffered 9 years of pay cuts. They'll boost school budgets, reduce class sizes and introduce free school meals for all primary school children and cap school uniform prices.

