

**MY NEW YEAR'S
RESOLUTION
IS TO MAKE A
“LABOUR GAIN”**

 **Labour South East**

My New Year's Resolution is to make a Labour Gain

Overview

The local elections in 2021 are the biggest set of elections outside of a General Election. They are the first test our movement will face after our defeat in 2019.

The road to 2024 starts now, and it runs through the South East. Here in the South East we have more council seats up for election than anywhere in the country, and we need every member to help Keir and Angela make a winning start and increase Labour representation across the South East.

Make it your *New Year's resolution to make a Labour gain* in 2021 to put us on track to take number 10 at the next General Election and fight for our local communities that have been so badly let down by this Tory Government.

In the South East we have several Key Councils that are imperative for us to either hold or gain seats in. They are spread out across the region and gives members everywhere an opportunity to get involved in our target areas. They include: Kent County Council, Crawley, Southampton, Reading, Milton Keynes and more. It's important when campaigning to make a Labour gain we divide our time between key seats and our own local areas.

During the next couple of weeks Labour South East will be running sessions to help you hit the ground running with you New Year's Resolution. These will include; Phone banking sessions for key target councils; training sessions to share best practice and get you up to speed on the party's technology; and social media and digital guides to share your New Year's Resolution.

As part of this tool kit we will be covering the basics of some of the Party's systems which will form the basis of local campaigns and give you the foundations to stick to your New Year's Resolution and make a Labour Gain!

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My Labour:

My Labour is a one stop shop to allow you to access your membership information, news briefings, events near you and more.

You will need to activate your account on My Labour to access the Party's online campaigning systems such as Dialogue. To activate your account, click on "Activate account" and verify your membership by providing your membership number and email (use the email you used to sign up-to the party). You can access My Labour here: <https://my.labour.org.uk/>

Dialogue

As a result of Covid-19, the Labour Party won't be able to door knock as much as we have done in the past.

But in order to make those all-important Labour gains we still need to talk to the public, listen to them, take time to connect with them and show them we care about the issues they're facing.

That means we're going to have shift our focus to phone canvassing and take advantage of using the Labour Party's Dialogue system. Further down in this tool kit you will find the Regional Dialogue schedule, open to all members. Speak to your CLP about local dialogue calling sessions.

Dialogue is the Labour Party's phone banking app, which you can use in your own home. It is set up so that when you make calls, the Labour Party's phone number is displayed, and if voters ring back after missing a call, it will take them to the Party's voicemail. The benefit of using Dialogue is that you don't need to worry about setting up phones in a compliant and legal way, because this is done automatically.

To use Dialogue you will need a telephone and a computer or a tablet with an internet connection, logged onto <https://dialogue.labour.org.uk/>

Making calls:

In order to make call you will need to add your phone number (don't worry this won't be visible to the public) and then to choose who you would like to call.

Adding your phone number:

As a new user you'll need to add your own phone number so that system can call you. Click 'add your phone number' on the home page or select 'Your account' from the settings menu. Add your own number here. You can re-set this as often as you like, but if you can, please use a landline number as it will cut the cost to the party.

Choose list:

Once your number is added you can then choose which list you want to call – Priority Voters or Members and Volunteers, and then you are all set up and ready to go!
For more information on Dialogue, please find it [here](#).

Labour Gain Phone banking sessions:

As part of our New Year's resolution we are going to put on a weekly phone bank over the next few weeks to help kick start our campaigning this year. A member of the Regional Team will be on hand to help with any questions you may have. We'll also be joined by special guests along the way.

You don't need to be from the area we're calling to join the session. As this is the biggest set of local elections we've ever had to face we need to make sure we're using our resources wisely – this includes targeting councils we have the best chance of gaining and defending the councils we currently hold.

All sessions will start at 6.30pm and will finish at around 7.30pm.

13th January Labour Gain Phone Bank – **Whole region**

<https://events.labour.org.uk/event/324612>

20th January Labour Gain Phone Bank – **Kent County Council with Cllr Vince Maple & Lola Oyewusi Kent Police and Crime Commissioner Candidate**

<https://events.labour.org.uk/event/324747>

27th January Labour Gain Phone Bank – **Southampton with Cllr Chris Hammond & Cllr Satvir Kaur**

<https://events.labour.org.uk/event/324748>

3rd February Labour Gain Phone Bank – **Milton Keynes with Cllr Peter Marland**

<https://events.labour.org.uk/event/324749>

10th February Labour Gain Phone Bank – **Reading with Cllr Jason Brock**

<https://events.labour.org.uk/event/324750>

17th February Labour Gain Phone Bank – **Portsmouth with Stephen Morgan MP**

<https://events.labour.org.uk/event/324751>

24th February Labour Gain Phone Bank – **Adur with Peter Kyle MP & Lloyd Russell-Moyle MP**

<https://events.labour.org.uk/event/324752>

3rd March Labour Gain Phone Bank – **Oxford with Cllr Susan Brown**

<https://events.labour.org.uk/event/324753>

10th March Labour Gain Phone bank – **Crawley with Peter Kyle MP & Lloyd Russell-Moyle MP**

<https://events.labour.org.uk/event/324754>

17th March Labour Gain Phone bank – **County Council with a special guest**

<https://events.labour.org.uk/event/324755>

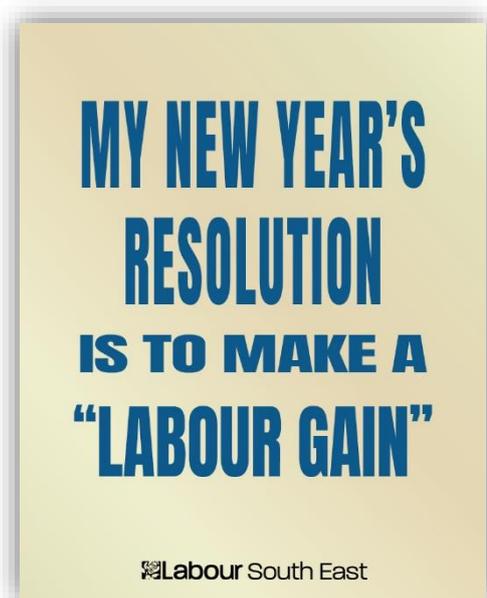
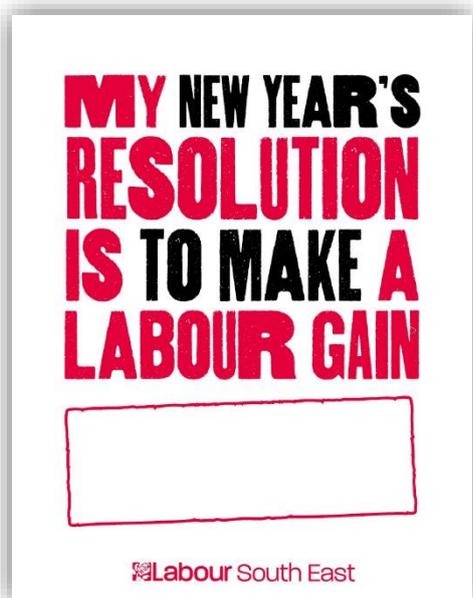
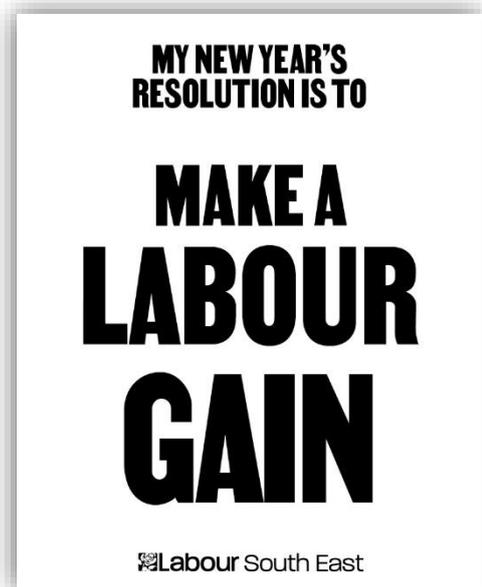
Please ignore the location on the events page – these events are taking place online using the Dialogue phone banking system. Once you RSVP to the event the Zoom link will be emailed to you the day before.

My New Year's Resolution is to make a Labour Gain – Graphics

Social media is key to our campaigning, not only does it help us to spread the Labour message to the public, but it can also be used inspire and mobilise our membership.

Help us to mobilise other members by using our specially made graphics to inspire them into making a Labour Gain their New Year's Resolution.

These graphics can be printed off for photos or used on social media to help. We've also got the hashtag #NYLabourGain to help spread the word. Our graphics can be found [here](#)



From the Post box to the ballot box – making a Labour Gain through Postal votes

Postal Votes will be more important than ever in the May elections. We've seen the impact early voting can have, after Biden defeated Trump thanks to early voting in November.

A great way to make sure we make those all-important Labour Gains, is to make sure you and as many people as possible are on a postal vote. We also need **every member signed up to a postal vote** as well.

We don't know what the situation in May will be, but by signing up Labour voters to a Postal Vote will ensure that they can vote safely.

Every postal vote we sign up is a step closer to making a Labour Gain and a step closer to sending a message to this incompetent Tory government that the people of this country are calling out for proper change and leadership.

You can sign up and encourage your friends and family to sign up to a postal vote by filling out the application form [here](#):



Labour Gain training sessions:

These set of elections are going to be a whole new challenge for us as a Party. We won't be able to door knock to the levels that we usually would. But this does not mean we cannot campaign. There are tools available to candidates and activists that mean we can continue to campaign during COVID safely.

To help people keep their New Year's resolution, we've put together a special training plan to give you the skills to make a Labour Gain.

Using Dialogue/ Telephone Canvassing:

- 21st January – 6pm – 7.15pm
- This event is aimed at members
- <https://events.labour.org.uk/event/324804>

Social Media Campaigning (effective content, copy and campaigns)

- 28th January – 6pm – 7.15pm
- This event is aimed at Councillors, Candidates and campaign organisers
- <https://events.labour.org.uk/event/324589>

Bringing your Campaign On-line: visits and events – how to host, what to host

- 4th February – 6pm – 7.15pm
- This event is aimed at Councillors, Candidates and campaign organisers
- <https://events.labour.org.uk/event/324590>

Print Campaign – planning, messaging and targeting

- 11th February – 6pm – 7.15pm
- This event is aimed at Councillors, Candidates and campaign organisers
- <https://events.labour.org.uk/event/324591>

Planning your Short Campaign – your short campaign for a socially distant campaign

- 18th February – 6pm – 7.15pm
- This event is aimed at Councillors, Candidates and campaign organisers
- <https://events.labour.org.uk/event/324594>

Campaigning 101 for Covid-19

- 25th February – 6pm – 7.15pm
- This event is aimed at all members
- <https://events.labour.org.uk/event/324593>

Contact Creator:

Contact creator is the Labour Party's online voter database. Your local Labour Party can use Contact Creator to create a series of campaign reports for doorstep & telephone Voter ID, print and direct mail, social media & online advertising.

Targeting via Contact Creator will help you to make sure Labour voters are heading to the polls on polling day making sure we make those Labour Gains.

Contact Creator accounts

There are three types of user accounts for Contact Creator:

Data Entry User	Enter data from Voter ID sessions, search for individual electors, update contact information and input new responses to questions.
Standard User	All of the functions of a Data Entry User account plus permissions to download Voter ID sheets & other report formats, create petition & survey questions, view stats & analysis, build custom selections, edit road groups & polling stations, setup & manage Data Entry User accounts.
Local Administrator	All of the functions of a Data Entry and Standard User with permissions to setup & manage Standard User accounts. (Strictly 1 administrator per constituency).

If you need access to Contact Creator in your Constituency or Ward you need to request permission for a user account from your local Contact Creator Administrator.

If you are unsure who your Local Administrator is, please contact your CLP Secretary. Please note Labour Party staff and the Contact Creator team are unable to set up new Contact Creator accounts.

If your local Party has not used Contact Creator before or does not have a Contact Creator Administrator, the CLP Secretary should contact the Contact Creator Team on 0345 092 22 99 (Option 3) or email contactcreator@labour.org.uk for details about how to get started.

For further information Contact Creator and how to use it please check out this essentials guide [here](#)

Reach:

More and more people receive their news via social media, in order to make Labour Gains it's more important than ever to make sure we have a strong social media campaign.

Social media campaigning should not replace door knocking or leafleting but research shows the power of contact multiplies when you layer different methods of contact. In person, in print and every available online channel.

Reach is Labour's tool to help you reach the right people through Facebook advertising. Advertising at the local level is one of the most important tools we have to win in constituencies and local authorities across the country. You know your area and its issues better than anyone. We need your creativity and talents to remind your neighbours why they should vote Labour, even if they are hard to reach on the doorstep.

Reach also has other functions which enable users to:

- ❖ Quickly stop add campaigns which they have created in Facebook from delivering.
- ❖ Manage Contact Creator audiences which they have sent to Facebook
- ❖ Monitor the activity of ad campaigns posted in Facebook
- ❖ Generate one-off statistical reports on ad campaigning activity
- ❖ Schedule regular automatic statistical reports on add campaign activity
- ❖ Share the above with anyone who can access Reach in a geographical area whether they have Facebook access or not

To use Reach, you will need a Facebook Business account, including an Ad Account and Page(s) as well as permission by the local Contact Creator administrator – who will need email reach@labour.org.uk

To learn more about using Reach please check out this guide and E-learning resource put together by the training team.

[Reach User Guide](#)

[An introduction to Reach](#)

Door Knocking:

Many members will be new to campaigning for the Labour Party. One of the most beneficial things you can do for the Labour Party is to go door knocking.

Door knocking is when teams of campaigners regularly go out and speak to members of the public. Face to face contact with potential Labour voters is a great opportunity to demonstrate that the Labour Party is listening to the public and offering policies which will make a difference to our communities.

Door knocking allows us to identify Labour voters, or potential Labour voters. A good GOTV campaign can make all of the difference between a Conservative victory or a *Labour gain*.

Top Tips -

- When asking questions: introduce yourself – say where you are from and ask the voters name.
- Remember, this is just the start of a conversation with a potential Labour voter – we will follow up with direct mail, leaflets, further door knocking etc.
- Don't get into long conversations, especially with those who say they are unlikely to vote Labour anyway!
- If the data we collect is not accurate then our targeting will be compromised.
- All the evidence suggests that people respond more positively to values and stories than statistics. Have a look through Labour's pledges, identify which one means the most to you, and share your stories with voters on the doorstep.
- Reminder to think about which pledges might be particularly resonant in the local area and bring them up in conversation on the doorstep.
- Even if the pledges don't appeal to a specific individual voter, although there's something there for the vast majority, they can be used to demonstrate Labour values and illustrate the direction a Labour Government could take.

Don't be afraid:

- People do expect us to knock on their door.
- The vast majority of people are police.
- Ease yourself in gently. The first few times you should be paired up with an experienced canvasser.
- We do not expect anyone to go canvassing on their own. Being part of a team is good for safety and makes canvassing more fun.
- If you are nervous about door knocking you can pair up with someone for all or part of the session.

Staying safe while campaigning

Public discourse in the UK is increasingly polarised and, in particular in relation to Brexit, we have seen an increase in level of threats and about both online and in person towards elected representatives. If you are out campaigning or at an event and you are subject to hostility or worried about the behaviour of another individual or group, your safety is paramount. Withdrawn from the situation and go to a safe place. In an emergency call the police on 999.

- Stay alert and be vigilant.
- Always stay on the doorstep: Never enter a property, even if invited.

- Always campaign on the doorstep as part of a group, if anyone is nervous about door knocking encourage them to pair up with an experienced member.
- If a member of the public becomes aggressive or hostile, remain calm, do not engage and remove yourself from the situation as quickly as possible.
- Look out for dogs – your safety is more important than one leaflet, never put your fingers through any letterbox and never accept an owner's word that a dog is safe.
- Get to a place of safety and inform your event lead of any safeguarding or welfare concerns.

- Tell a colleague/ event lead of your route.

Data protection

- With GDPR now in force and so we can be clear with electors how we use their information, we should close every conversation with an elector in which you gather Voter ID must end with the following words

[“Thanks for your time, we may use your answers to help us campaign better. If you’re interested, you can find out about how we might use your data from the privacy page on the party website.”](#)

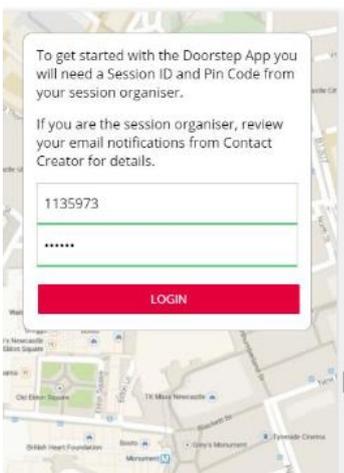
Doorstep App:

The Doorstep App has been developed to be used when out, door knocking. The App allows campaigners to enter responses to Voter ID directly into Labour’s systems – you can either use the app to replace the clipboard and paper or individual activists can use the app in conjunction with a traditional board runner.

Logging into the App

You can login to the app at <https://doorstep.labour.org.uk>. You will need to sign in with your Labour Login details. If you don’t have a Labour Login, click “Activate your account” at the bottom and fill in your membership number and email.

Once you have signed in, put in the session ID and in which will have been emailed to you:



Once you have logged in and can see the Home page, you no longer need to be connected to the internet and can disconnect if needed.

The Doorstep App is a great way to go door knocking with a team of fellow members. Speak to your candidate, councillors or CLP Campaign co-ordinator about their door knocking plans and when you can go out and help.

For more information about the Doorstep App click [here](#) or email campaigntechnology@labour.org.uk

Campaigning during COVID:

Keeping our members and the public safe is the Party's main priority during COVID. While campaigning we need to ensure that we follow proper protocols to make sure we can deliver Labour's message and make those Labour Gain's safely.

Currently, all physical campaigning is prohibited during the 3rd National Lockdown.

As we cannot campaign in our usual way it's even more important that we adapt and use campaign tools such as Dialogue and Reach which allow us to campaign safely.

The ban on physical campaigning may be lifted during the campaign, but this will be reviewed by the national party and will only be lifted when it is safe to do so.

Despite the campaign being like non other we've seen before there are still some key things each campaign will need:

- Campaign plan – this will include things such as:
 - Targets for how many members of the public we're speaking to a week,
 - Literature plan (currently only posted Direct Mails are allowed)
 - Social media plan
- Fundraising plan –
 - Times are hard, but we know the Tories have the money to campaign. Any amount of money that can be given will go a long way to making those Labour Gains
- Candidates –
 - Every campaign needs candidates who will lead from the front and take the lead to represent our communities. Even if you are unsure about standing in the elections in May, taking an active role in these elections can give help get you ready to stand in the future
- Activists –
 - The Labour Party is only as strong as its members, making sure members are enthused and active will be key to making Labour Gains. Mobilisation phone calls, skills audits and social campaigning events (such as virtual phone banks) will help to make the campaign fun, engaging and motivating ensuring member participation

Donating to make a Labour Gain:

These are the biggest set of local elections we've faced in a long time, resources will be tight across the country. This mean the Tories and their millionaire backers will be at an advantage.

We know our greatest strength is our members and our campaigning. But those campaigns can be costly. We need any help we can get to help fight the Tories.

No amount is too little, the average donation is just £20. £5 could be the difference between making sure our campaigners have enough leaflets to cover that extra road - which turns out those extra Labour voters to turn a narrow loss into a *Labour Gain*. £10 could help us reach over 1000 people on social media.

If you can give a little more, there is the 2024 club. The 2024 club will help us to build towards the next General Election. The support of 2024 club members is a crucial resource needed to help finance our campaigns.

As a member of the 2024 you'll be entered into a quarterly draw for special bespoke prizes, as well as updates on how your money is being used to help put Labour in power. To become a member of the 2024 club please click [here](#).

We know 2020 was a tough year, but if you are able to, please help us deliver those important *Labour Gains* by donating what you can.

You can donate any amount via our donate page [here](#).

Thank you for your kind contribution.

Useful Contacts:

South East Regional Office:

You can contact the South East office via email; southeast@labour.org.uk

Or phone on 0118 923 9400

Membership:

If you've got a question about membership, fill out our membership contact [form](#).

Or take a look at our membership [FAQs](#)

Policy:

If you've got a question on Policy fill out our policy contact [form](#).

Or contact our [NPF reps](#).

Campaign technology:

You can contact Campaign Technology via email campaigntechnology@labour.org.uk

Or phone on 0345 092 2299 (Option 3)

Training:

You can contact the Training team via email: training@labour.org.uk

Or use one of the Party's guides which can be found [here](#).

Alternatively you can use our new Online learning hub, [Achieve](#).

Safeguarding:

You can contact our Safeguarding team via email safeguarding@labour.org.uk

Or phone on 0207 783 1134

Complaints:

You can contact our complaints team on complaints@labour.org.uk

Or if you wish to make a complaint please use our online [form](#).

