



Build to Win Campaign Pack

Recruiting new members, building capacity and
campaigning in your community

MESSAGE FROM BRIAN ROY, SCOTTISH GENERAL SECRETARY

The positive results in the Local Government elections in May, and the significant gains in the General Election in June, show that the Labour Party is back as a political force in Scotland.

That is why Jeremy Corbyn is keeping us on a permanent election footing: so that the next time there is a General Election – and it might be sooner than we think – we will be ready to make more gains.

We are the only party in Scotland, and the UK, with new ideas to make lives better. We've been continuing the fight to build a Scotland that works for everyone, by setting out our policies to tackle working poverty, protect our welfare state, invest in education and build more affordable houses.

I want to pay tribute to all of our activists who have campaigned tirelessly over the past two years, helping to spread our positive vision for Scotland throughout one of the most challenging periods in our party's history. You are our greatest strength, and with your continued support we will continue to build our movement and become the party of government in both Scotland and the UK.

Over the past couple of years, we've seen a wave of new members joining us, bringing with them their enthusiasm and a desire to change the way we do politics in this country.

We need to continue to harness this energy and positivity by campaigning on the issues that matter to people and recruit new members and supporters to our movement. Everything you need is in this pack, along with a team of supportive Scottish Labour Party staff to help you.

We will elect a new leader of the Scottish Labour Party in November. This is a vital election, and we want all our members and supporters to be fully involved. We have a real opportunity to reshape our party and get as many people as possible to have a say in our future.

With your help we can keep the pressure on the failing Tory and SNP governments and build a country for the many, not the few.

Brian Roy

Scottish General Secretary



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INTRODUCTION

Another General Election may just be around the corner so it's essential that local parties and activists are prepared and ready to build on the last campaign.

Campaigning isn't a six week project ahead of an election and it isn't simply asking how people are going to vote. We must campaign in our communities, talk to voters and stand up for local issues every day.

There are four things we need you to work on over the coming weeks and months:

1. Recruiting new members
2. Getting members active
3. Campaigning in your community
4. Developing key relationships

This pack will cover each of these themes in more detail and there is also a section on the Labour Party campaign resources available to help you.

At the end of this pack you will also find a "Plus 1" membership form to sign up your family, friends and colleagues, because if every Labour Party member signed up just one person today, we would double our membership tomorrow.



THE SCOTTISH LABOUR LEADERSHIP ELECTION

Labour's greatest advantage over our political opponents is our dedicated members and activists. Each of us joining for different reasons but a common cause – tackling poverty and inequality in our communities, across the country and in every part of the wider world.

We have a chance to re-shape our Party and we want as many people to have a say in Labour's future as possible.

YOUR GUIDE TO HOW IT WORKS

HOW DOES LABOUR'S LEADERSHIP ELECTION WORK?

We use 'One Person-One Vote' system to elect the Scottish Labour leader. This means that everyone who is eligible to vote will have one vote only, and each vote will be worth the same as any other.

WHO CAN VOTE?

Members of the Labour Party, political levy payers of affiliated Trade Unions who sign up as 'Affiliated Supporters' and members of the public who declare themselves as 'Registered Supporters' of the Labour Party will all be eligible to vote for the leader. Supporters must be over 18 and on the electoral register. More details of Labour Supporters are below. Anyone aged between 14 and 19 can join as a member for £3.

People who sign up to be a member of the Labour Party before 12 noon on Monday 9 October will pay a special membership rate of £1 per month for the first year.

WHO ARE THE CANDIDATES?

You can check the Scottish Labour Party website – www.scottishlabour.org.uk/leadership2017 to find information on candidates.

WHAT IS A LABOUR SUPPORTER?

Labour Supporters are people who support Labour's aims and values and want to make it official that they back us. They also want a say in the future of the party both nationally and a local level. There are two types of Labour Supporters: Affiliated and Registered.

AFFILIATED SUPPORTER

Affiliated Supporters must be members of a Trade Union or another organisation affiliated to the Labour Party, which pays an affiliated fee to the Labour Party on their behalf. People can sign up to be an Affiliated Supporter at scotlandsupport.labour.org.uk

REGISTERED SUPPORTER

Any Labour supporter on the UK electoral register can sign-up to be a Registered Supporter. Like Affiliated Supporters, people can sign up at scotlandsupport.labour.org.uk

Registered Supporters pay a fee to have an individual vote in Labour Party leadership elections. They will be required to pay a fee of £12.

WHAT IS AN AFFILIATED ORGANISATION?

These are organisations, including Trade Unions and socialist societies, which are affiliated to the Scottish Labour Party. They share the party's values and pay a political subscription to the Labour Party on behalf of their members. On the Supporters sign-up page at scotlandsupport.labour.org.uk you can see the list of Trade Unions and socialist societies currently affiliated to Scottish Labour. If you're a member of any of them, check the tickbox next to its name. If you're not, just click on 'NO' and complete the form.

WHAT RIGHTS DO SUPPORTERS HAVE?

AFFILIATED SUPPORTERS

Affiliated Supporters are entitled to attend all-member meetings of the Labour Party. Local parties can access their details on MemberCentre in order to invite them.

Affiliated Supporters will also have an individual vote in Labour Party leadership elections.

Unlike Registered Supporters, Affiliated Supporters, will not be required to pay a fee to participate in these elections because their Affiliated Supporter status covers this.

Labour Party members can sign up to be an Affiliated Supporter, but they will still only receive a single vote in any election in which Affiliated Supporters are entitled to participate.

To find out more about Registered and Affiliated Supporters please visit www.scottishlabour.org.uk/leadership2017

LEADERSHIP ELECTION TIMETABLE

Scottish Labour's Scottish Executive Committee have agreed the timetable for the election of a new Leader of the Scottish Labour Party.

Week 1 Monday 11 September	Nominations open for Leader
Week 1 Saturday 16 September	Nomination Hustings for MSPs, MPs and MEPs
Week 1 Sunday 17 September 12 Noon	Nominations close. Validly nominated candidates for Leadership to be published
Week 2 Monday 18 September	Supporting nominations open Scottish Labour Party hustings period opens 8 Regional, a Women's and a Young Persons Hustings (Including live streaming)
Week 5 Monday 9 October 12 Noon	Last date to join as member, affiliated supporter, or registered supporter, in order to vote in the Leadership ballot
Week 5 Friday 13 October 12 Noon	Supporting nominations close
Week 7 Friday 27 October	Ballot opens Scottish Labour Party hustings period closes
Week 10 Friday 17 November 12 Noon	Ballot closes
Week 10 Saturday 18 November	Result announced

NEW MEMBERSHIP FORMS

We are offering CLPs 300 new membership forms to help you recruit supporters in your area.

Membership recruitment should be integrated into every local campaign activity so make sure you order your free membership forms from the [Labour Party Campaign Shop](#) and use them at local events, examples include:

- Fresher fairs at local colleges and universities
- Local fairs and gala days
- Street stalls
- Local campaign events

People who sign up online to be a member of the Labour Party before 12 noon on Monday 9 October will pay a special membership rate of £1 per month for the first year.

Join Labour today and be part of our campaign for a fairer, better Britain.

To join fill in the form below, or visit [SCOTLANDJOIN.LABOUR.ORG.UK](#) JOIN17SCOT

Name DOB

Your email Mobile

Address Postcode

Choose one of our three membership rates

STANDARD RATE	REDUCED	OTHER
£4/month (£48/year) The most commonly paid rate - all members are eligible <input type="checkbox"/> Yes, I wish to pay this rate	£2/month (£24/year) (Please tick all that apply) <input type="checkbox"/> I am a member of a trade union affiliated to the Labour Party Name of trade union: _____ <input type="checkbox"/> I am retired, unwaged or working fewer than 16 hours per week <input type="checkbox"/> I am aged between 20-26	£3/year (Please tick all that apply) <input type="checkbox"/> I am a student Name of institution: _____ Graduation date: _____ <input type="checkbox"/> I am aged between 14-19

Name(s) of account holder(s) _____

Account number _____ Sort code _____

Service User's Number **971410**

Reference number (to be completed by The Labour Party) _____

Instructions to your Bank or Building Society: Please pay the Labour Party Direct Debits from the account detailed in this instruction subject to the safeguards assured by The Direct Debit Guarantee. I understand that this instruction may remain with the Labour Party and if so, details will be passed electronically to my Bank/Building Society.

Signature _____ Date _____

For other payment options please call 0345 092 22 99 or make cheques payable to The Labour Party and return to the address on the left.



FOR THE MANY NOT THE FEW

RECRUITING NEW MEMBERS

After an election it's vital that we continue to campaign in our communities, engaging with local people and signing up new members and supporters to build our party. Here are just some of the ways you can build your membership base.

WRITE TO LABOUR SUPPORTERS

The weeks following an election provide an excellent opportunity for elected members, candidates and local parties to write to identified Labour supporters, inviting them to join the party and shape our future.

You can find recently identified Labour supporters in your area using Contact Creator by running a "Direct Mail" campaign and choosing "Scotland17Lab" from the list of selections. Please contact the organiser team by emailing scotland@labour.org.uk if you are unsure how to do this.

CREATE A 'JOIN' CAMPAIGN USING 'PROMOTE'

Every direct mail campaign you do should be replicated for social media using the Party's social media advertising platform 'Promote'. You should target identified Labour supporters on Facebook and ask them to join the Party online. You can do this by uploading the selection "Scotland17Lab" in Contact Creator as a 'Promote Audience'. A selection of infographic templates are available on [Campaign Creator](#).

WRITE TO LOCAL MEMBERS

If every Labour Party member signed up one friend or family member today we'd double our membership tomorrow. You can find a Labour member + 1 membership form at the end of this pack.



GETTING MEMBERS ACTIVE

ADVERTISING YOUR EVENTS

Did you know you can upload your campaign sessions and details of your local meetings directly to the Labour Party website? It's a quick and easy way to promote your events to all members so they know how to get involved. Remember to include the name of your event and your CLP name in the title. [Create your event here](#).

Also, don't forget to shout about your CLP's events and campaign sessions on Facebook and Twitter.

ENGAGING NEW MEMBERS

One of the best ways of turning new members into long-term, active members is by making sure they are properly welcomed and feel supported and valued.

New members receive lots of information from the Party when they join, including the '[Making the Most of your Membership](#)' booklet, on how members can get involved on the ground and online, as well as further details on the training opportunities we offer.

But nothing beats that personal, local touch from the CLP. You can create your own customised member's booklet which gives information on CLP key contacts, dates and events as well as how members can get involved in campaigning and shaping our policies. You can access the editable template in [Campaign Creator](#).



NEW MEMBER JOURNEY

This step by step best practice guide takes you through what CLPs can do to make sure members feel welcomed and supported from when they first join, to when they reach their first anniversary of becoming a Labour Party member.

WHEN A MEMBER FIRST JOINS

- New members should receive their membership card and welcome booklet from the Party within 10 working days of their application being accepted.
- The CLP fortnightly Membership Action Report contains details of people who have joined in the past fortnight – take this opportunity to give them a quick call and say hello.
- You could think about having one or two members who are responsible for calling new members or hand delivering a welcome letter.



- You can use the Membership Action Report to send a welcome email or letter to new members with details of forthcoming events and campaigning in the CLP along with contact details so they can get in touch.

- You can also use the 'New Members and Supporters' report on MembersCentre to get an up to date list of new members. (See the MemberCentre guide for how to do this.)
- Plan a new member welcome event – think about holding two or three a year; it's a great way to help new members get involved and meet other local members in a friendly and informal way.
- You could organise one to ones with new members; invite them for a coffee or arrange a sit down before a meeting to find out a bit more about why they joined, what skills they have and what they'd like to do.
- Encourage them to fill out [SkillsMatch](#), our online members survey which aims to build our movement by making the most of our members' skills and talents.

ATTENDING THEIR FIRST MEETING OR EVENT

- Hopefully your warm welcome has encouraged your new members to come along to a CLP meeting – make sure they are made to feel really welcome and that they're introduced to others in the CLP – the Secretary, the Chair, Women's or BME officer and buddy them up with someone similar in age or with similar interests.
- Explain at the beginning of the meeting how it all works – what the agenda is, what you're hoping to achieve in the meeting, and give a quick mention to the new members so everyone knows who they are.
- Follow up with new members after the meeting to find out what they thought, get any feedback they may have (it's always good to get a fresh point of view), let them know what's happening next and ask how they would like to be involved.

ATTENDING THEIR FIRST CAMPAIGN EVENT

- Don't forget to regularly run a new membership list before you send out campaign emails – that way you will ensure you pick up any new members who have just joined.
- When you're calling members for the first time, let them know about any forthcoming campaign sessions.
- Pair up new members with a regular



campaigner so they can show them what to do and what to say on the doorstep.

- Remember to let new members know there are lots of ways they can contribute to the campaign, from delivering leaflets and entering Voter I.D on Contact Creator to sharing campaigns on social media and helping organise fundraisers.

REACHING THE END OF THEIR FIRST YEAR OF MEMBERSHIP

- We know that once a member stays with us for a year, they're much more likely to become a long-term active member.
- It's really important to check in with them when they are approaching their first year renewal date (by letter, phone call or email) thanking them for their support and seeing if there's anything they'd like to get involved in or anything they might not have had the chance to do yet.

A full guide to using MembersCentre and all our membership resources can be found on [membersnet](#).



CAMPAIGNING IN YOUR COMMUNITY

Since the General Election in June we have been continuing our campaign to build a country for the many, not the few and have announced a raft of policies to change Scotland and improve lives.

Our [‘For the Many’ campaign webpage](#) and [‘For the Many’ campaign pack](#) contain resources to help you campaign locally including key messages, policy briefings, leaflets and social media graphics.



ON THE DOORSTEP

Campaigning on the doorstep remains the single most effective way for a local party to get Labour’s message across and build long term relationships with local residents.

Just because the election campaign is over, it doesn’t mean that being visible in the community and having meaningful, quality conversations with voters isn’t important. Over the coming weeks and months you should be organising regular door-knocking sessions and trying to build up your capacity on the ground.

Make sure someone in the CLP knows how to run off reports from Contact Creator and that you have people trained up to run campaign sessions. Contact the Organising team by emailing scotland@labour.org.uk if you require any training. We’re here to help!

DIGITAL CAMPAIGNING

Digital communications are just as important as printed materials and must be used alongside all of your other campaign activities. Digital communications should be used to mobilise your members and as a way to share your campaign message with voters.

Don’t forget to update your campaign sessions in our [Events tool](#) so we can let members know how they can get involved locally, and remember to update your CLPs Facebook page and Twitter with any upcoming events.

You can read more about how you can grow your audience, make sure your content is relevant and how to use digital advertising by downloading the [‘For the Many’ campaign pack](#).





DEVELOPING KEY RELATIONSHIPS

To develop the building blocks for local campaigning and to support the party's work nationally, we need you to build relationships with key people on the ground and make better use of the skills and experiences of our existing membership. We recommend spending the coming weeks and months meeting with and getting to know constituents with expertise in a range of areas, such as:

- Teachers/education experts
- Police officers
- Healthcare workers such as nurses, doctors and social care workers
- Business owners
- Religious leaders
- Charity/third sector workers
- Local group leaders (residents' associations, mother and toddler groups, local park groups)

Identify these people and where they are likely to be - some of them will also be members of the Labour Party. Get in contact and ask to meet them to discuss local plans and learn more about their expertise. To develop relationships, invite them to local "get to know you" events or a coffee morning with your campaign team.

You may wish to organise roundtables to engage them in local campaigning work and help them share their views on what Scottish Labour should be working on.

Please ensure you keep details of local leaders and their skills base, so you know who to call on for your future campaigning activities.

You can learn more about building and developing key community relationships in our [Community Organising Guide](#).

CAMPAIGN SUPPORT AND RESOURCES

The Labour Party provides a range of resources to support you in your campaigning activities, and to help you build and grow your CLP.

CAMPAIGN CREATOR

[Campaign Creator](#) is the Labour Party's all-in-one portal for creating localised campaign materials. You can use Campaign Creator to produce local campaign materials using professionally designed templates, printing either locally or using the Labour Party's network of print partners. It also allows you to campaign online by creating localised infographics and sending emails and text messages to large contact lists.

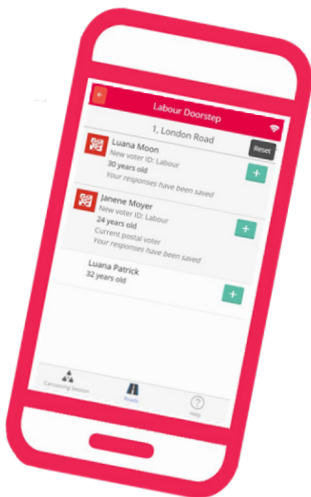
Campaign Creator offers over 100 templates to support all-year round campaigning, as well as campaigning at election time with bespoke templates.



CONTACT CREATOR

[Contact Creator](#) is the Labour Party's online voter database. It allows you to create customised lists of local electors in a variety of formats. The CLP secretary is normally the CLP's Contact Creator administrator. [Guides on how to use Contact Creator can be accessed here](#). For further support contact the Organising team by emailing Scotland@labour.org.uk.

DOORSTEP APP



You can now use the Labour Party's new Doorstep App to record Voter ID on your mobile phone or tablet while out on the doorstep.

You can run your entire door-knocking session from your phone, or you can continue to use paper Voter ID sheets and let individual door-knockers enter in their responses directly, rather than having to feed them back to the person running the board.

A full [guide on how to use the Doorstep App is available here](#).

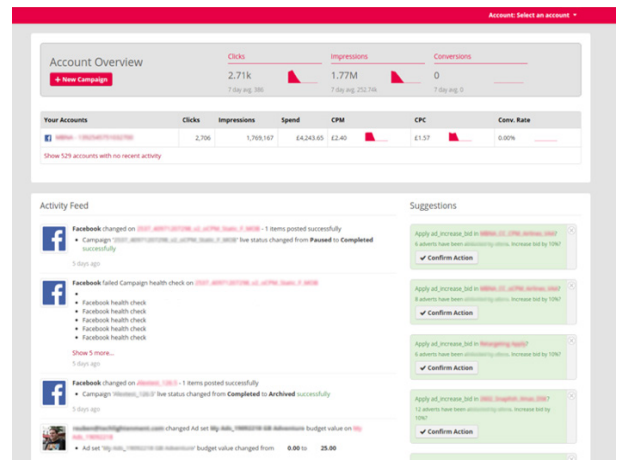
For further information, support or training on any of the campaign support and resources outlined above you can contact campaigntechnology@labour.org.uk or call 0345 092 2299 and select option 3.

PROMOTE – LABOUR’S DIGITAL ADVERTISING PLATFORM

Promote is a new online campaign tool, built by the Labour Party, to help you deliver targeted digital adverts to people in your area. With Promote you can:

- Place adverts on social media sites such as Facebook, Instagram and Twitter.
- Use Contact Creator to target specific groups of electors with these adverts.
- See sophisticated reports detailing how your adverts have performed.

If you would like to use Promote ask your Contact Creator Administrator (your CLP secretary will know who this is) to contact us at promote@labour.org.uk to help set up your account.



TRAINING

The Organising team holds regular training sessions nationally, regionally and locally, including at Scottish Conference. We want to make sure you have the skills and knowledge to support local parties and activists. Over the last year we have delivered sessions on community organising & membership engagement, effective messaging, short campaign and agents training.

You can access all the [Labour Party's training resources by going to Membersnet](#).

THE TRAINING BULLETIN

The Training team produces a weekly email bulletin listing upcoming training events and other useful information about support for your local campaign. To receive the training bulletin [subscribe here](#).

WEEKLY WEBINARS

Any Labour member can sign up to one of our online training webinars, which cover a range of subjects including: campaign technology; planning your election campaign; and legal briefings. [Sign up here](#).

- Webinars are usually on a Monday, Tuesday or Wednesday evening and are free to join and take part in.



- Campaign webinars usually last 30-45 mins
- All you need to access a webinar is a computer, phone or tablet with an internet connection, and speakers or headphones on your computer

Signing up for a webinar is easy:

- 1.** Click on the link in the training email for a webinar you are interested in, or access a full [list of upcoming sessions here](#).
- 2.** On the specific webinar page, click the 'signup now' button
- 3.** The Training Team will send you an email with a link to the event on the day of the session by 5pm.

We post a recording of our training sessions on Membersnet for you to watch again in your own time [here](#).





+ MORE FOR THE MANY

Join Labour today and be part of our campaign for a fairer, better Britain.

To join fill in the form below, or visit SCOTLANDJOIN.LABOUR.ORG.UK

JOIN17SCOT

<i>Name</i>	<i>DOB</i>
<i>Your email</i>	<i>Mobile</i>
<i>Address</i>	<i>Postcode</i>
<i>Name of person who recruited you and their CLP (if known)</i>	

Choose one of our three membership rates

STANDARD RATE

£4/month (£48/year)
The most commonly paid rate – all members are eligible

Yes, I wish to pay this rate

REDUCED

£2/month (£24/year)
(Please tick all that apply)

- I am a member of a trade union affiliated to the Labour Party
Name of trade union: _____
- I am retired, unwaged or working fewer than 16 hours per week
- I am aged between 20-26

OTHER

£3/year
(Please tick all that apply)

- I am a student
Name of institution: _____
Graduation date: _____
- I am aged between 14-19

Instruction to your bank or building society to pay by Direct Debit

I would like to pay my membership by Direct Debit until further notice. Please debit my account by £ on or after the 21st of **each month** or £ annually.

Name and full postal address of your bank or building society branch:
To the manager:

Postcode

Name(s) of account holder(s)

Account number

Sort code

Service User's Number



Reference number (to be completed by The Labour Party)

Instructions to your Bank or Building Society: Please pay the Labour Party Direct Debits from the account detailed in this instruction subject to the safeguards assured by The Direct Debit Guarantee.

I understand that this instruction may remain with the Labour Party and if so, details will be passed electronically to my Bank/Building Society.

Signature

Date

For other payment options please call 0345 092 22 99 or make cheques payable to The Labour Party and return to the address below.

The Labour Party may contact you using the details you have supplied. If you prefer us not to contact you using particular personal details, please write to the address below.

To join the Labour Party, please complete this form and return to:
Scottish Labour, Freepost RTBL-JXBE-XHLY, 290 Bath Street, G2 4RE

