



## BRIEFINGS

Briefings are an important way of ensuring that all your volunteers understand why we knock on doors and have the confidence to go out and join in with our campaigning.

Below is a guide for running an **Action Saturday pre-door knocking briefing** for volunteers.

### BEFORE THE DAY

Make sure you get invites out as soon as possible to give people lots of time to get the date in their diary. It's a good idea to be clear about the plans for the day and provide meeting times and places and a contact number and email.

Explain in your communications that before the door knocking starts, there will be a briefing to explain how and why we knock on doors. Remember you might want to push back your door knocking start time to allow for extra briefing time.

You might want to think about booking a community hall for half an hour, so that you've got a quiet and usable space to brief people in before your door knocking session starts.

### ON THE DAY

If you have new members, or members who have come along from surrounding CLPs, make sure there's someone there to welcome them. As volunteers arrive, it's a good idea to have a sign in sheet going round (see the template in this pack). This will allow you to thank everyone for coming afterwards and invite them to future sessions.

Once everyone's arrived, it's a nice idea to run some ice breaking exercises. You could start by asking everyone if they have been door knocking before - firstly by show of hands and then you could ask for a couple of volunteers to briefly share their experiences. Depending on numbers, you could even go round the room and ask where everyone has travelled from to help out.

Also provided in this pack is a 'how to knock on doors' briefing. This briefing goes over all aspects of how and why we door knock and is a good starting point for you to go over with volunteers. You may even want to print some copies so that volunteers can recap over any bits they'd like to, or to give to anyone who joins you a bit later. Of course, they'll be local things you might want to brief on as well - perhaps local candidate names and any local issues that might come up on the doorstep.

Once you've been over the basics of door knocking, it's a nice idea to get everyone involved in a practical exercise. In this briefing there are some mocked up scenarios of voters and conversations you might have on the doorstep - why not try splitting volunteers into groups to act out these scenarios and practice the questions they might ask on the doorstep? It always works best if you have an experienced door knocker with each group to give support.

Once everyone's had a chance to get involved, it's best to get out and start your door knocking session. Before you do, make sure you've got everyone's contact details, that you have paired up any new canvassers with more experienced ones and that everyone's clear on which group they're in and where they're going. If you have a plan to meet up afterwards, maybe for lunch or a coffee, remember to invite everyone!

### **AFTER THE DAY**

This Action Saturday pack also includes checklists to organise your Action Day, but it's important that after the event, you thank everyone for coming and keep them up to date on what you've got planned.

Remember, take photos and tag @scottishlabour - we'd love to see your pictures.

### **VOTER ID SCENARIOS**

#### **Resident 1: Marylin Davies**

Q1. L

Q2. L

***You are a strong Labour supporter.***

You've always voted Labour, and would never vote for anyone else. You are angry with Theresa May and the way she's treating this country. You would display a poster and join the Labour Party - if someone asked you!

#### **Resident 2: John Jones**

Q1. L

Q2. L

Q5. L

***You're a Labour supporter.***

You really hate the Tories, and always vote Labour when you vote, but you travel a lot. You didn't vote in the last general election because you were away with work. You've never gotten around to arranging a postal vote.

#### **Resident 3: Claire Rees**

Q1. D

Q2. D

Q5. N

***You haven't decided how you're going to vote in the next general election.***

You not happy with the SNP and you regret voting for them last time, but you sometimes vote for them in the Scottish Parliament elections. You really like Jeremy and Richard.

#### **Resident 4: Leeann Bah**

Q1. A

Q2. G

***You haven't decided how you're going to vote in the next general election.***

Your Green MSP did some casework for you, so you'll vote Green in the Scottish Parliament. You are disappointed in Nicola Sturgeon, but you'd never, ever vote Labour - you'd much prefer an SNP government - you just want the SNP to get on with the day job.

**Resident 5: Scott McCluskey**

Q1. Z  
Q2. Z

*You haven't decided how you're going to vote in the next general election.*

To be honest you're not really interested in politics and you haven't voted before and probably won't next time.

**Resident 6: Emma M Lewis**

Q1. D  
Q2. D  
Q5. T

*You haven't decided how you're going to vote in the next general election.*

You sometimes vote Tory but you're unsure this time. You really dislike the SNP.

**Resident 7: Helen Murphy**

Q1. D  
Q2. D  
Q5. G

*You're haven't decided how you're going to vote in the next general election.*

You really care about the environment and you usually vote Green but you would prefer a Labour government at Westminster.

**Resident 8: William Morris**

Q1. T  
Q2. T

*You're voting Tory.*

You don't like the Labour Party and always vote Tory.

**Resident 9: Jemma King**

Q1. N  
Q2. N

*You're voting SNP.*

You always vote SNP, and you're a SNP activist. You don't like the Tories or Labour.

**Resident 10: Brenda Bunce**

Q1. S  
Q2. S  
Q5. T

You always vote Lib Dem, but you would prefer a Labour government. You don't like the SNP.

**Resident 11: Rashid Akbar**

Q1. D  
Q2. D  
Q5. N

You always voted SNP before but you are annoyed with Derek McKay so you think you're going to vote Labour next time.

**Resident 12: Kevin Malloy**

Q1. D  
Q2. D  
Q5. T

*You will vote Labour now.*

You voted Tory last time but you voted Labour before that. You think you're going back to Labour now.