

How to use the Calling for Corbyn Web-App

By harnessing people power we can re-elect Jeremy Corbyn as leader of the Labour Party, and ultimately put the Labour Party back into government. The most effective way to change hearts and minds, and win more votes, is by making personal connections via phone calls, on doorsteps, and in our communities. It's only by mobilising the hundreds of thousands of individuals inspired by Corbyn's politics that this movement can reach its full potential.

That's where you come in.

For this leadership election we are prioritising phone banking as it's the most efficient way to contact the hundreds of thousands of Labour members in the UK. Initially we will be calling people to find out who they are planning to vote for in the upcoming leadership election, along with some additional information about their priorities and concerns. We call this a 'Voter Intention' campaign. Once ballots drop the Get Out The Vote campaign will begin. The purpose of the Get Out The Vote campaign is to remind Corbyn supporters to vote, and to persuade those who are undecided.

Below is a step by step guide of how to use the Calling for Corbyn web-app.

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Getting started

To use the Calling for Corbyn web app you will need:

- An internet connection and a laptop, desktop, or tablet computer.
- A phone with free minutes or sufficient credit to make calls.

Logging in to the Calling for Corbyn Web App

There are two ways to gain access to the Web-App:

Method 1:

Log in to the Calling for Corbyn Web-App by visiting: <https://call.jeremyforlabour.com>

To register you will need to enter your full name and your date of birth, your postcode, and the first line of your address. This is so we can check you are a Labour Party member or a Registered Supporter for this leadership election.

Unfortunately if you became a Labour member after 12th January and are not a registered supporter you will not be able to access the web-app. This is because we will not have received your details from the Labour Party and so will not be able to check who you are.

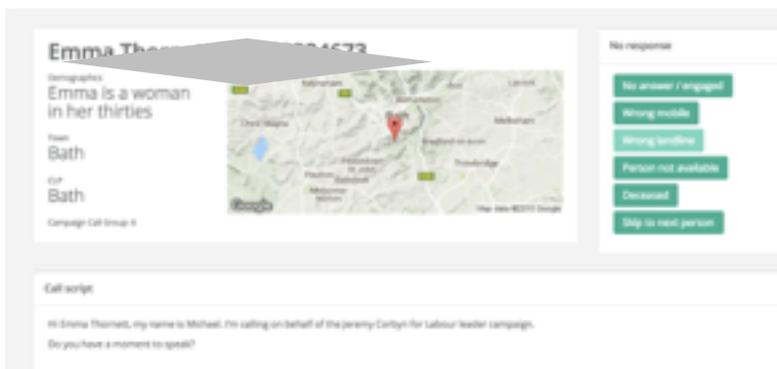
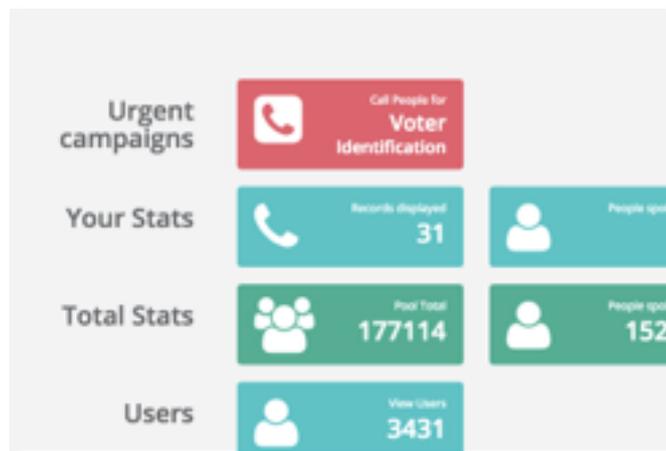
Method 2:

If you have registered interest in volunteering via the Jeremy for Labour website, and you are a member of the Labour Party (since before 12th January) or a registered supporter, you should receive an email inviting you to join the Web-App. If you follow the link on that email you will be automatically signed up to the Web-App.

Making a Call

1. Once you login to the Web-App you will be asked to agree to our 'Data protection and campaign rules'. It's important you read these carefully before you start using the Web-App. It's very important for the campaign that all users of Web-App treat data responsibly and always communicate with the utmost respect.

2. Once you sign in you can see what campaigns we are running. Until 22nd August there will only be one campaign: the Voter Intention campaign. The purpose of the voter intention campaign is to identify Corbyn supporters and people who are undecided. Once ballots drop a Get Out The Vote campaign will be added. For the Get Out The Vote stage we will be reminding Corbyn supporters to vote, and persuading undecideds.



3. You will then be shown contact details for a Labour Party member, including their phone number and region. When you call you should not hide your caller ID (this is a new feature of data protection law and its important you abide by it!). You should record whether or not you get a response using the buttons to the right of the screen. If no-one picks up the phone, we advise you to not leave a voicemail message.

4. Below the contact details, you can see the script which you should use to make the call. Read through the script carefully before you begin making calls. It's important you follow the script closely as it was designed specifically to increase voter conversations and turnout. It also help us get all the information we need to maximise the success of this leadership campaign.

5. Below the script there are multiple choice questions so you can record the responses of individuals who you call. It's important you record all of their responses carefully and accurately

and click to save the record. If the caller has requested not be called again, you should tick the 'Do not call again' button at the bottom of the page.

The screenshot shows a web form titled "Response" with the following sections:

- 1) Have you decided who to vote for in the leadership election?**
 - Yes
 - No
 - Won't Say
- 2) Who is your preferred candidate?**
 - Jeremy Corbyn
 - Owen Smith
 - Don't know
- 3) Would you like to volunteer to support Jeremy's campaign?**
 - Yes
 - No
- 4) How would you like us to contact you in future?**
 - Phone
 - Text/SMS
 - Email (add email address in notes)
 - Don't contact
 - Other (add details in notes)
- 5) Why are you not voting for Jeremy?**
 - Electability
 - Disagreement on foreign policy and defence issues
 - Disagreement on domestic policy issues
 - EU referendum - because he didn't campaign hard enough to remain.
 - EU referendum - because he campaigned for remain
 - Because he doesn't have confidence of MPs
 - Other (add details in notes)
- Notes:** [Text input field]
- Opt-out:** Do not call again
- Save record:** [Green button]

Call-backs

People you have called, but who did not pick up, might call you back. If they do you can explain you were calling as a volunteer for the Jeremy Corbyn campaign. You can retrieve their information, and enter their responses, by finding their details in the 'possible call-backs' section at the bottom of the home-page. If the caller no longer appears in the 'possible call-backs' section, this means another volunteer will have since completed a conversation with them. You therefore don't need to worry about recording any of their responses.

The dashboard displays the following information:

- Total Stats:**
 - Pool Total: 177114
 - People spoken to: 15719
 - People remaining: 161395
- Activity:** Your Logs
- Possible Callbacks:** For user: 3552
- All calls table:**

ID	Name	Region	Caller	Action	Date	Campaign ID
ID	Name	Caller	Action	Date	Campaign ID	

Tips for successful phone-banking

Beyond the basics, some useful tips for phone banking are to always stay relaxed and upbeat. You're most likely to have a rewarding conversation if you keep your tone light hearted and friendly. It can even be helpful to smile while you're making the call. It does affect the way you sound!

We are running a positive campaign, and in your calls you should focus on highlighting reasons for supporting Corbyn, not reasons for opposing other candidates. For common concerns or queries you might encounter, you can refer to the FAQs section on the Phone Canvassing page on the Jeremy for Labour website.

Finally, its absolutely crucial you always **#Keep it Comradely**

Most people you call will be polite and happy to talk, and you'll probably agree on lots of things! However if you do disagree, you should never get into an argument. Subtle persuasion is fine, but always keep friendly and never be forceful with your point. Remember, you are calling someone on their personal phone, it's their personal time, and you should come to the conversation with the utmost respect.

If you are nervous about making calls, you might decide to start by visiting a regional phone bank or organising to phone bank together with colleagues and friends. For those of you already confident making calls, you might like to attend or host a phone-bank so you can help new volunteers out.

You can check all the phone-banking events going on around the UK at:
www.jeremyforlabour.com/events.

Social Media

If you'd like, we encourage supporters to share images of themselves phone banking on social media. This is important both to encourage more people to phone-bank, and to create a general buzz around Corbyn's people powered campaign. You can use the hashtag **#JeremyCallin**

We are also planning to make short viral videos of people phone banking from home. To find out more, and to get involved, follow this [link](#).

Need extra help?

If you need extra help using the Jeremy Call-in web-app you can contact call@jeremyforlabour.com

We will also be releasing how-to videos in the coming days and weeks. Look out for them on Jeremy for Labour's facebook and [twitter](#) accounts, or the Jeremy for Labour [website](#).

Finally, good luck calling! Working together, respectfully, and with hope, we can change politics for the better.