



# Help Manual for Small Groups

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# 1.Introduction

The English Democrats do not have a branch structure and as a result we have no procedure manuals. However we like to encourage the formation of ad-hoc volunteer groups and since some groups may not be very experienced we offer this Help Manual.

Some of this Help manual is just guidance but matters relating to party governance, online security and Behaviour Guidelines should be respected. And of course all party members are subject to the constitution of the party.

There is a need for groups, when talking about the party to others, to offer information that represents party policy correctly and does not make statements about the party that are not correct. For this reason this Help Manual includes reference to the Manifesto and the Constitution.

Hopefully your local promotion of the party will lead to the desire on the part of some to stand in elections, be they local, parliamentary, or for Police Commissioners or Mayors. We outline the procedures about standing in elections and members new to campaigning are directed to the current party Election Campaigning Manual that will be available from the new members page (2020) along with an online training course (2020) in addition to the Introduction to the Party online course (2020)

Similarly members are encouraged to get involved with the running of the party, by standing for election to the National Council, by proposing amendments to either the Party Manifesto or Constitution and attending Conferences. So I have included a section on how to do this.

I hope that this manual is helpful. If something is not clear or there is something that could be added please contact me

Charles Vickers

Party Treasurer June 2020

Version	Date	Comment
1.0.1	24/6/2020	Published
1.0.2	15/9/2020	Added chapter on podcasting. Various additions for clarity

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## 2. Getting in Touch with Members Near You

Groups can be of many and varied natures from the totally informal to the formal. The more members the more formal you may need to be but there is no need to go overboard about this. It is really just a matter of what people feel comfortable with especially if money becomes involved. However there are some things you need to do.

### **Contacting Members and some suggestions for holding meetings**

The Party will not give out members' contact details. But it will email local members on your behalf to invite them to contact you.

We suggest that you get a new email account for communicating with the group as this will keep your party activities separate from your private and/or work activities. Both Google and Microsoft offer good FREE emails accounts, but there are many others. You could use text or WhatsApp or another popular app like Slack

If you wish to contact local members near you then:

1. Email the Membership secretary at <mailto:membership@englishdemocrats.party> giving the following information:
  - a) Your name, address and email (for checking purposes)
  - b) The area within which you would like to contact members. This could be a town, a post code, an area delimited by a number of roads. The membership secretary will contact you to let you know how many members are in the area as this may be larger or smaller than you wish and ask if you want to make any changes.
2. Send the text of the email you would like to have sent to the Membership secretary. The Membership Secretary may propose some amendments in order to increase clarity. See later in this guide for hints on how to write copy that attracts.
3. Include with your email the date when you would like the email sent and the email address you would like respondents to use.
4. Interested members will respond directly to you with their contact details.

### **Holding Meetings**

Contact your group to introduce yourself and ask whether they wish to meet in person or online. Suggest two or three dates/times and places for face-to-face meetings or alternatively ask them to suggest a number of where and whens. If you are using digital methods such as Zoom or WhatsApp read the notes on keeping safe later in the Help Manual.

At the first meeting, after introductions, you should try do some or all of the following as appropriate:

- a) Make sure you have everyone's full name and contact details.
- b) There are five things you should try to get agreement on at the first meeting
  - i. Decide who will produce a note of decisions and responsibilities for actions (avoid recording who said what, when in your minutes) and agree a reasonable time after the meeting when all expect the notes to have been circulated.
  - ii. Decide how you will organise. At this juncture it is not necessary to be too formal, nor to appoint a leader. Just everyone agreeing to follow this Help Manual and to carrying out the recorded decisions of the group will be enough.
  - iii. Decide on the initial goals of the group. These could for example be for all to take the online introductory course to the Party, or get new members, or it could be social purposes, or leafleting, or standing a candidate in a local or parliamentary election (see later).
  - iv. Agree on what amount of monthly contributions will be required to cover costs of printing and so on. Even £2 a month will add up to £288 a year for a group of 12 people (the ideal size), probably enough for 10,000 or more leaflets. It is advised that group members should always pay-their-own-way at meetings and not use group funds which are for expenses for other agreed upon actions/item.
  - v. Ensure the group is open to non-members if you wish to become a "Supporters Club" with a bank account and playing a part in supporting candidates for parliament, mayoral or police commissioner elections. If you want to recruit non-member supporters either rely on friends and acquaintances or ask the membership secretary who can access the party database of supporters
- c) Strive for consensus in all decision making.
- d) Before the meeting ends. set the date, time and place of the next meeting as well as the key topic for the meeting taken from your group goals

## **Using Software to keep records**

Using digital apps to keep records, design leaflets and so on makes it easy to communicate and recall what was decided. But please keep a backups up. If your device or app does not have an automatic backup feature then get backup software for you device - I use Carbon Copy Cloner for a local backup and an Internet service for off-site backup of my MacBook and the automatic backup service provided on my mobile devices.

To keep small group minutes I chose, from the large selection of meeting notes apps on the iOS iPad store a product called "for Meetings" which is free for the first 20

meetings (<http://www.formeetingsapp.com/>). It organises much of what I need to do - emailing agendas, taking notes and recording actions on the same document used for the agenda, publishing minutes and action lists.

If you want to avoid the tangle that sometimes evolves with emails use WhatsApp (but see the entry in Section 3) or Slack. Slack is an app that used messaging instead of emails and in an environment that allows organisation of what you do, as well as 1:1 video conferencing in the free app.

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**Have FUN.**

### 3. Online Safety & Security

We all know that the internet has become a more insecure environment and your group should act so as to keep its members safe. The topic of security can be extremely techy, and in some respects it remains opaque to me. So my apologies in advance if the following is difficult to understand.

Just remember to use a strong unique password, use modern anti-virus software, use the firewall in your operating system, use a VPN (see below), browse the internet safely(all three of the latter will be included in a good anti-virus product) and take regular backups.

To comply with GDPR you must keep your online communications as secure as is **reasonable**.

#### Email

When sending emails to other group members remember to do the following.

The **To:** address is Your Name.  
The **cc:** line is left blank  
The **Bcc:** line is where you put your recipients addresses.

If you do this then when the email is received the only addresses that will be seen by the recipient or anyone else is yours and the recipients. Do not put any names in the CC: Field nor any name but your own in the To: field. At the meeting people can share their contact details as they see fit but if any third party sees an email they will not have access to the groups email addresses.

#### WhatsApp

If forming a WhatsApp group make sure it is closed and that only you have admin rights to add members to the group. WhatsApp security has recently come under attack. See the following article published in 2016:

[https://www.huffpost.com/entry/six-reasons-you-should-stop-using-whatsapp\\_b\\_57f6ca32e4b0d786aa52ad91?guccounter=1&guce\\_referrer=aHR0cHM6Ly9kdWNrZHVja2dvLmNvbS8&guce\\_referrer\\_sig=AQAAAjhDXnEkBl3BvMjKylvWZaPs0DBj\\_mFdUAtoMbUdXiyg6QQc3ER\\_0uvGWJ\\_wl8axp2OVqg-cul](https://www.huffpost.com/entry/six-reasons-you-should-stop-using-whatsapp_b_57f6ca32e4b0d786aa52ad91?guccounter=1&guce_referrer=aHR0cHM6Ly9kdWNrZHVja2dvLmNvbS8&guce_referrer_sig=AQAAAjhDXnEkBl3BvMjKylvWZaPs0DBj_mFdUAtoMbUdXiyg6QQc3ER_0uvGWJ_wl8axp2OVqg-cul)

#### Online Conference Tools

Decide if the group wishes to have the ability to use online conferencing tools. This will depend on the IT experience of the members and products they have used. Remember that the easier to use an online conferencing tool is to use the less secure

it is likely to be.

## Skype

Skype has been around for over 20 years and provides a secure means of holding a video conference. Both audio and video are encrypted. The party National Council has used Skype for nearly a decade. On the free version of Skype you can invite up to 49 people to a Skype video call

(<https://support.skype.com/en/faq/fa10613/how-do-i-make-a-call-in-skype#>)

## Facetime

Like Skype this has also been around for a long time. But it is only available to Apple Mac or iOS users. It is simple to use and secure. Apple puts user security very high and for the most part succeeds.

## Zoom

Nothing unusual about the Zoom screen below?



Image taken from "Take Control of Zoom" <https://www.takecontrolbooks.com/>

Yes it is indeed a meeting of the Cabinet, published by Boris but no one in Number 10 realised that the "secret" Zoom meeting ID was also published. Remember that Zoom is not secure as outlined in "Take Control of Zoom" ebook. It may in time become secure but by that time it will be like all other secure video conferencing platforms - difficult to use on occasions. So if you do not want a conversation of yours taken by Zoom and used in their advertising best play safe or just accept that ease of use comes at a price. Remember also that China is a part owner of Zoom. Zoom now uses encryption but as one commentator said "It is unclear what type of encryption Zoom uses"

## Passwords

If someone wants to break your password here is how long it will take. It is good practice to change password. But how long between changes? We suggest about one-third of how long it will take to hack them. To find out how long this is I went to

<https://random-ize.com/how-long-to-hack-pass/> and entered the following, fake (ie not mine), passwords. The site tells you how long it will take to break them

<u>Characters in Password</u>	<u>Time to break, at most</u>	<u>Change Password at least</u>
flower	Less than one second	every tenth of a second
Redflower	31 minutes, 52 secs	every 10 minutes
timbucktoo	13 hours 48 mins	every 4 hours
Tim9bucK2	1 month, 25 days	every 2 weeks
Tim£bucK2	6 years, 5 months	every 2 years
Eu35fG0F8d	9 years 6 months	every 3 years
Tim-£bu-cK2	57,337 years, 10 months	No need now, keep it secure

These are calculated times using current hacking tools so I would not expect them to be precise today and even less so in 12 months time.

Note that simple passwords are NOT secure and should never be used when conducting communications related to the party

This shows that simple passwords are not to be used. Secure passwords must be used and this example shows that a secure password has

1. At least 9 characters including letters (lower and upper Case, numbers and symbols such as £\*!) or 10 random ones if symbols are not allowed by the site
2. A mix of characters of all types if allowed.
3. Inserting a “-” every three to five characters is an easy way to make a password secure against hacking - at least for the present
4. Do not use for party business a password that you use elsewhere.
5. Make sure that your password is kept in a passworded manager if you like to keep your passwords yourself in addition to relying on your internet browser auto-fill system. These days both the Password Manager and the Browser auto-fill will create strong passwords for you.

### **Anti-Virus software**

Please , if you have not yet installed one, install an anti-virus application. The best include not just protection against all types of malicious software but also give added protection to your browser when you are surfing the net. If you do not use anti-virus software but use the internet you may already have been hacked. One or two scans of a good anti-virus application should clear out any problems

### **Using WiFi Networks**

This is a bit techy and if you wish just go to the bottom of the page and follow the links to testing sites.

The latest WiFi security protocol is called wpa3 and will eventually replace the current

wpa2. It has had a chequered gestation and I have yet to read a review that sings its praises. In addition not all devices are compatible with it.

Wpa2, in most cases the current protocol, is known to have security defects but is much better than wpa or wep, neither of which should be used.

Wpa2 requires a password. Use a very secure password as outlined above. If you wish to test the security of your network router try the following:

Some Virus check apps will also include the option to test your network

See what Censys.io knows about your public IP (Internet Provider) address here: [censys.io/ipv4/5.254.106.220](https://censys.io/ipv4/5.254.106.220). Best response is "no publicly accessible services" from: <https://routersecurity.org/testrouter.php>

For information on checking your router go to

<https://www.komando.com/lifestyle-reviews/test-your-router/312613/>

If you want more information then check <https://routersecurity.org/testrouter.php>

For more information on keeping safe go to this Quora answer <https://qr.ac/pNyJmd>

### **Installing a Virtual Private Network or VPN for good encryption**

Your Network/router security encrypts data between your device and your router.

A VPN will encrypt all data sent from your device to the VPN server where the data is unencrypted and sent to the destination you specified and vice-versa. This means that even if your network is hacked the hackers will not be able to read your messages. This is especially useful if you are using public networks, for example, in the pub or coffee shop.

There are free VPN apps but I'm told that the paid for version is usually much better,

I use Avast on my mobile devices and NordVPN on my laptop and have been satisfied with both. There are web comparison sites on the web where you can get more information about VPNs before you buy..

One final point about VPNs. Some allow you to choose your server from a number of different countries. Be aware that most online shops will test your server and only give you the pricing and discounts available for that country - this may not be what you want so my advice is to always choose a UK server if you are in the UK

**To Test Your Site Security** (I found these on the web but I do not in any way recommend any of them)

Finally, for peace of mind go to the ShieldsUP website and run the test of your firewall. <https://www.grc.com/shieldsup>

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## 4. Social Media

Party social media accounts are controlled by the National Committee via the Director of Communications. This post is held by the party secretary, Stephen Morris who can be contacted at <mailto:secretary@englishdemocrats.party>

### Copyright

Please remember that the party symbols and logos are the property of the party. If you wish to use them in any medium, not just leaflets or social media posts please contact the Director of Communications to get confirmation of your use of them.

### Behaviour Guidelines for those Responsible for Party Internet Activity.

Those who are responsible for posting to, moderating or administrating **party** internet activity should take care that their activities, or failure to act, do not bring the party into disrepute. The following guidelines have been approved by the National Council to help members discharge their responsibilities in such a way.

Definition: Internet Activity includes all activities using the internet such as, but not limited to, email, chat rooms, phone apps such as WhatsApp, web sites, blogs, YouTube, social media such as Facebook, Twitter, Pintrest and so on

1. The aim of the internet activity is:
  - a. to give Party members and the general public accurate information about the party and about matters of interest to the party as covered in the party manifesto.
  - b. To give information about matters relevant to campaigns, both political and social, being run by the party.
  - c. The National Council can approve local policies for campaigns provided they do not conflict with national policies as set out in the Party Manifesto. When referring to these local policies care should be taken to make clear that this is a local policy and to avoid implying that these are party national policies.
2. Always follow the behavior guidelines for National Members/Guests if you are one.
3. Never make statements or publish images that are obscene or libelous. Keep the law of the land. If you see a statement made on a social media site that you disagree with then add a comment stating this is not correct and giving the true party position.
4. Posts should not report opinions as facts. To make this clear all statements about facts should give the reference from which the fact was taken. Consider using phrases such as “It is reported by ABC that XYZ occurred” or

- “Information published by the Office for National Statistics . . . “, or “History records that in 1513 . . .”.
5. When opinions are being given, signpost this with appropriate phrases such as “In our/my opinion . . .”, “We/I believe that”,
  6. Whilst satire has a long history of use in political matters care should be taken not to use lurid sexual references combined with gender, racial and/or religious descriptions.
  7. You do not need to be insulting to undermine someone’s point of view.
  8. When making negative statements about groups always use the word “Some” as in “Some men/some women” etc.
  9. When making statements about what an individual is supposed to have done use the word “alleged” or even better “XYZ has alleged that . . . “.
  10. Do not over-react to negative/rude/obscene comments from others about yourself, other members and/or the party. Instead try quoting, at great length, from our manifesto.
  11. It is not wimpy to be polite provided that we remember to be politely assertive and direct.
  12. National Council members who appoint members to these sorts of activity are responsible for ensuring the Behaviour Guideline is made available to them.
  13. If anyone thinks that these guidelines have been breached in a manner that could bring the party into disrepute they should make a complaint in writing/by email to the party Secretary at <mailto:secretary@engdem.org> including examples of the material complained of.

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## 5. Setting objectives & Priorities

Because of its importance there has been a lot of research over the years into objective setting. The simplest outcome of the research goes by the acronym S.M.A.R.T.E.R.

- S Specific and significant
- M They are measurable. e.g. Win the election or get 500 votes or increase party awareness to 1 in 5 households in my ward
- A Achievable (remember the celebration!) and agreed by your team
- R They are relevant to the task, realistic, rewarding if achieved and about a RESULT. There must be a Result or 'Deliverable' at the end.
- T They have a Time by which they must be achieved
- E Evaluate progress regularly & at the end evaluate performance - delivery on time?, on budget? what went well? What did not? How can we do better next time?
- R Readjust. If things are not going as well as you thought they should take a look at your goals and how you are doing them. Make adjustments to goals or methods to overcome the issues you identify.

Do not set too many goals - one is usually enough at the start. Make sure group members are happy they have the skills and if they feel they might not then go to YouTube to see if there are any videos that will help or ask the membership secretary.

A short video explains SMART goals:

<https://www.projectsmart.co.uk/how-to-write-a-smart-goal.php>

### Priorities

The easiest way to prioritise is on the basis of the impact the action will have and the likelihood of it happening. What the values are is a judgment, call not higher maths.

	IMPACT	LIKELIHOOD
Must do	Hi	Hi Do these first
Should do	Hi	Lo Then do these if time/resources available
Could do	Lo	Hi Then these
Don't Do	Lo	Lo Never do these, just deal with them if they arise.

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## 6. Tips for Preparing Leaflets

If you have not had to design a leaflet before there are a few simple tips to help.

### **Content.**

Keep the content local if you can. If you are going to talk about national issues make sure you are following the Manifesto

[https://www.englishdemocrats.party/manifesto\\_in\\_full](https://www.englishdemocrats.party/manifesto_in_full)

Use a spell and a grammar checker

Limit the content to two ideas at most. Now persuade them to take action. You can follow the following template for persuasion. For more information: try:

<https://rayedwards.com/>

### **(A) Getting People's Attention - the first three, short, paragraphs.**

Create an eye catching headline. -DO YOU WANT BETTER HEALTH CARE?

Remember that, at the outset, people are not interested in us or the party only in what we bring to them. First make a complimentary statement about them, in the second paragraph describe to them a problem they (we) have. In the third paragraph tell them how the problem will amplify and get worse if nothing is done.

### **(B) Give People Hope - the next four paragraphs**

In the fourth tell them the story of how you found the solution. In the fifth paragraph give some testimony that the solution works.

In the sixth tell them what they will get, couched in terms of benefit to them, WIFM or **What's In it For Me**. In the seventh tell them about how they can get the solution (eg. attend a meeting, go to the party website and become a member/donate contact you etc).

### **(C) Create a Sense of Urgency**

In the eighth urge them not to waste time if they wish to save themselves and finally, in the ninth, thank them for reading thus far and how much you are looking forward to seeing/hearing from them.

### **(D) Ensuring the copy Uses Our Values**

Make sure the "frame" the reader uses when looking at the leaflet is one we want them to have.

If your headline starts off with "**Immigration . . .**" then the reader may use the frame of Racism and disregard what is written. Better perhaps to introduce the frame of 'Caring' so you could write "Five million of our Old Folk have not been able to save for retirement . . ."

**(E) Give them the Means to Take Part**

At the Bottom Right Corner of the leaflet (2-page spread) or at bottom of page (1-page spread) have a contact form giving details of how they may contact you and the party name, logo and web address <http://www.englishdemocrats.party> for .membership **and** donations

Below is a simple, quickly done, made up example of how the sales message can be made. I am sure you can do better

<b>The Ray Edwards Process</b>	<b>Your Process</b>
Do you have low back pain more than once a month? That’s a problem...	I don’t know what is happening to the money for public services
It’s even worse than it appears, because...	As time goes on there seems to be less and less money for England whilst taxes go up and up.
I was desperate for a solution, so I began to try and find out..	I needed to find out what to do so I asked my friends and they pointed me to the solution a political party called the English Democrats campaigning for a free and independent England
Not only has it worked for me, but it’s worked for these people too...	Not only has it given me hope but it has also provided me with a group of like minded people all working towards the same end
That’s why I’m offering “The Back Pain Relief Kit” for sale today... To take you from where you are now to where you WANT to be... WITHOUT back pain!	That is why I am offering you the same opportunity. It will give you hope and a group of friends all working towards a free and independent England
Click that big orange button and place your order now.	Come to our meeting Wednesday next at 7 pm at the Boars Head Pub. Or go to <a href="http://www.englishdemocrats.party">www.englishdemocrats.party</a> to donate or become a member, TODAY!

**Layout**

Apparently we make a decision to read, or not, a leaflet in the first three seconds of viewing it.

To encourage people to read you need a noticeable and catching headline that they

will see straight away and a clean simple layout that says “this leaflet is easy to read in a minute or two” If you want to maximise the readers comprehension of what you have written, and keep them reading you must not create problems for the reader to surmount

1. Do not use fancy fonts. Use no more than two fonts - one a sans serif for titles and subheads the other a serif font for body copy. Serif fonts lead to much greater comprehension than sans serif. 12pt is a good size for body copy as most people can read it without difficulty. This is typed in Calibri - a sans serif font - and Adobe Caslon Pro - a serif font.
2. If you must use colour then use it sparingly and for emphasis only. Use a 15% - 20% tint not a solid colour. Do not use colour in headlines or subheads.
3. Use subheadings to help people navigate what you have written and to break up the text. Leave plenty of white space above and below titles and subheads. Leave 6 pts after a paragraph. Do not cram in text as most people will not read it.
4. Include a relevant, non-copyrighted, attractive image if you can.
5. If our readers are unlikely to know us do not put the party name or logo at the top of the page. Because if they do not know us why should they be interested in reading about us? Put them at the bottom of the page. Make your headline the subject of the page.

The Electoral Commission requires all political literature and web sites to carry an imprint that says who the information is from and who caused it to be printed. You can use the following if you would rather not publish your address. Use 8 pt text

**Promoted by national election agent, Robin Tilbrook, c/o Quires Green, Ongar, Essex, CM5 OQP; On behalf of the English Democrats and our candidates all c/o Quires Green, Ongar, Essex, CM5 OQP; Printed by the English Democrats c/o Quires Green, Ongar, Essex, CM5 OQP**

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## 7. Making YouTube Videos.

Videos are a good way of information across since they can be used in many social media contexts. Some of you, or some of your group members, may be expert at this but if not anyone can do it. It can take less than 33 minutes to prepare, shoot, add titles and music and distribute on the web a one-minute video.

Just use your Smartphone! To day modern phones can take good quality video and have reasonable microphones so they can be used where background noise is low. Some apps like Clips (Apple, free with for IOS 13) can do the whole work-flow for you including virtual backgrounds, include photos and emojis and add titles.

### **A Simple Work flow Using Clips**

1. Decide what you are going to talk about, you could use the template given in Tips for Preparing Leaflets, and create two or three sentences for each 'paragraph' (Will 15 minutes max) .
2. Do your preproduction in Clips, or similar app, to setup. If this is the second video reuse what you did for the first setup if it worked. This will help create your brand. ( will take 15 minutes first time, 1 minute second and subsequent times)
3. Shoot the video. The camera lens should be at your eye height. If you do not have someone who can hold the phone reasonably steady consider a purchase of a phone tripod or if you have a tripod a phone tripod adapter. (Will take 1 mins. Max for video + setup)
4. Post production in Clips - add a Title. (1 min)
5. Upload to your social media accounts (1 min)

Total Time: 19 mins to 33 mins

If you need more help on making videos then try the YouTube channel of Justin Brown - Primal Video. There are downloadable guides for both iPhone and Android phones as well as tips on affordable gear (tripods, microphones etc.). This video "Filming with iPhone: The Complete Guide to Shooting Video like a PRO!" Is applicable to Android as well: <https://www.youtube.com/watch?v=Co21Gw7zqNY>

**If you do produce your own videos featuring the party, rather than just your group Email the Membership secretary at <mailto:membership@englishdemocrats.party> to let them know so that National Council is kept informed of progress.**

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## 8. Podcasting

Like making videos podcasts are much easier to do than they were in the past. To day an app like Anchor - <https://anchor.fm/> available both for the iPhone and for Android smartphones can handle the whole process from start to finish including distribution on the internet.

Podcasting being a voice only medium listeners do not have the cues they have when watching a video. This means that you must have you phone within 30 cms (12 inches) of your mouth. If this does not give reasonable audio you might have to invest in a reasonable microphone. They can be obtained for £25 - £70 but read the reviews by purchasers first. See the the James Brown YouTube channel (in the Video section) for more advice on gear

The best source of information for podcasting is on the web, YouTube has many videos on various aspects of .podcasting:

How to start a podcast on your phone

<https://www.youtube.com/watch?v=NCDdTj9EvIQ>

How to Start a Podcast on your Phone: Anchor Tutorial (2020)

<https://www.youtube.com/watch?v=LnQiCVW7YCQ>

**Books** - (Note: I have not read either of these)

Podcasting for Dummies has only 2% one and two star reviews and was published in November 2017 so is reasonably uptodate.

Big Podcast, published in March 2019 has no 1 or 2 star reviews

**If you produce your own podcasts featuring the party, rather than just your group Email the Membership secretary at <mailto:membership@englishdemocrats.party> to let them know so that National Council is kept informed of progress.**

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## 9. Public Meetings

Public meetings can be successful when they are about an urgent issue of the moment that people want to see resolved or if there is a real thirst to learn what the party is about. They are less successful otherwise even to the extent of being a waste of people's time and the cost of room hire. So choose wisely and if you are not sure spend the time elsewhere.

Finding out what the urgent local issue is should already be evident to group members. However do a check by asking people when leafleting or if you have a stand for the day in the town. Remember to record the name and contact details of those who answer in the affirmative.

If there really is an urgent issue book your room and publicise the event, with posters & leaflets, especially to those who have responded favourably when asked.

1. Make sure that you have an audio system if the room is large.
2. Have greeters at the door to register attendees, get their contact information (include email address) and, give out a simple name badge. Greeters can also ensure that the maximum number of people for the room is not exceeded (if there is one)
3. Take the opportunity to have one or more add-on presentations that talk about the party and/or some other party issue and make a pitch for membership or donations. However these should not overshadow the main 'Urgent Issue'
  - a) Have one or two "Information" stations in the room where people can find out how to join or donate - keep a record of their name (you already have their address) and what they wanted to know about. so you can use this to follow up later. Have some spare leaflets.
4. Presenters can prepare their talks based on the Tips for Leaflets template or some other template. However what ever you use remember in all presentations, after you have said who you are to:
  - a) Tell Them What You are Going Say,
  - b) Tell Them,
  - c) And then Tell Them What You Said.
5. If presenting with slides as in a PowerPoint presentation do not hand out the notes until the end of the meeting. Tell the audience that they do not need to take notes as handout(s) are available and will be distributed at the end of the meeting. Otherwise people will read the hand out and not listen to the

presentation. Make sure that any slides have only minimal text. Other wise people will spend time reading the slide and not listening to the speaker.

6. Have a chairman for the meeting who can start the meeting, lay down the behaviour rules and the H & S information, introduce speakers, handle interruptions, handle the Q & A session and conclude the meeting, with a mention of the party and its mission.
7. If the room is not attached to a location where beverages can be purchased make sure water and paper cups are available.
8. Leave time for people to ask questions and give their views but the chairman should limit this to real questions or a limit the time people have to give their view. Three minutes is quite enough otherwise some people will hog the meeting time.
9. At some point in the meeting ask for donations and pass the bucket around. It is useful to have one, or more plastic buckets available.
10. As people leave give them the handout and a leaflet about yourself and one about the party with contact information so they can become members.
11. Within a week of the public meeting, if possible, hold a group meeting to look at the information you have collected, make sure that new names and addresses are recorded digitally in your database and record the value of donations to the group and the number of new group and party members signed up.
12. Based on the information
  - a) Decide on what actions are to be taken.
    - i. Make sure that you send an email thanking people and giving details of the next event.
    - ii. If you do not have an invitation create a simple note you can hand deliver
  - b) The membership secretary would love it if you emailed a summary report (Issues that came up, Where, When, How many attended, number of new members, and total of donations to the group - any money you collect is the groups). This can then be reported to the National Council .

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## 10. Standing in Elections

You can always stand as an independent candidate. If you wish to stand as an English Democrats candidate you will need the approval of the party before you hand in your forms to the Returning Officer.

Electoral Commission required party positions:

Campaigns Officer - Currently vacant.

Nominating Officers - Robin Tilbrook (Chairman), Stephen Morris (National Secretary). Stephen is based in the North

The position of Campaigns Officer is currently vacant. Under Electoral Commission rules when this happens the party Chairman has to fill this position so please contact the membership secretary in the first instance with information on those wishing to stand. They will bring this to the attention of the chairman

The Nominating Officer has to sign the document that confirms to the local Returning Officer the candidate is a party nominated candidate

See the campaigning manual for more information.

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## 11. Manifesto

Our Manifesto records all the policy decisions made by members in Conference since the party was founded

The full manifesto can be downloaded here.

[https://www.englishdemocrats.party/manifesto\\_in\\_full](https://www.englishdemocrats.party/manifesto_in_full)

It is advised that this be consulted when creating copy or a speech. Numbers in brackets are the Manifesto paragraph number.

### **Key Points are:**

**Identity (3.17).** The Manifesto does not mention either race or ethnicity as we believe these concepts are irrelevant in England today. The term “English” is defined as a cultural identity. It is not necessary to be white nor born in England to have acquired an English identity. The electorate form the People of England of whom the English are part. Identity is protected under the Race Relations Act and anyone who insults upir identity can be prosecuted

**Democracy.** An independent English Parliament, A House of Lords consisting of elected members, Proportional representation voting system. The ability to recall elected members if they depart from the manifesto they were elected on, a new English Bill of Rights, devolution of non-strategic government expenditure to the shires and larger cities.

**Industry.** The industrial policy is based around encouraging the formation of scalable and competitive industrial clusters throughout England by means of infrastructure investment, not by “picking winners”. We would protect English companies from predation by foreign companies. Where a takeover is in the best interests of owners & England the acquiring company would be required to adhere to conditions relating to taxation, investment, R&D and intellectual property.

**Environment.** Our environment policy is based on the equity principle that we leave the earth for the next generation in the state we found it. Transport should be powered by non-polluting/emitting means. We are in favour of Hydrogen fuel cells for transport. London has just ordered 20 hydrogen fueled buses. We should recycle rather than throwing away.

**Housing.** The current pressure on housing will decrease as immigration declines. We support social housing and advocate fairer points system giving greater priority to local people, those who are married and those in work.

**Justice System.** The basis for the maintenance of law and order in England rests on a firm foundation of active participation by law-abiding citizens. A relationship of trust and co-operation between citizens and police is essential to effective policing and the prevention of crime. With that in mind, it is reasonable to expect that policing should not be oppressive. The aim is a peaceable society in which liberty and justice can flourish. The only law allowed in England is English law chief amongst which is English Common Law that has given liberty to so many.

**Health.** We are committed to making the National Health Service an efficient organisation that provides a high-quality free service for all citizens. Visitors to England must have an approved health insurance

**Education.** England's prosperity is not based on natural resources but on the skills and enterprise of her people. Our well-being is bound up with the quality of education and training. Education is an expensive investment, but ignorance is even more costly. As in other public services, there is a need to constantly improve standards. The quality of education should be equal throughout England.

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## 12. Taking Part in Party Governance - The National Committee and Conference

There are two ways members can take part in running the party; they can become a member of the National Council (NC), the party's governing body and they can submit changes or additions to the party Manifesto or Constitution.

### National Council

The composition of the NC is set in the Constitution. It consists of the Chairman, 10 Members and 10 Area Chairmen. All must be elected by Conference and serve for a 2 year term. For details about nomination please see the constitution. If you wish to stand please contact the Secretary about nominations.

### Conference

Apart from being a social occasion with the ability to speak with similar minded English patriots at Conference we conduct the party business, changes to the Constitution and Manifesto and so on. How we do this is set out in the Constitution which can be downloaded from:

[https://www.englishdemocrats.party/party\\_constitution](https://www.englishdemocrats.party/party_constitution)

Members may propose additions, deletions and amendments to both documents. Below are the guideline for proposing a change to the Manifesto. It appears somewhat involved because whatever wording is approved by congress goes into the Constitution/Manifest and any errors will require an EGM to be called to change the error.

Proposals should be handed to the National Secretary before the end of March for the September Conference and before the end of October for the March Conference. The National Council will only refuse to put forward to Conference members' proposals if they are badly formed or if more than three proposals have been submitted. In the case that in the opinion of the National Council the time available will be exceeded.

### Guidelines for Submitting Policy Proposal/Amendment to National Council

Any policy proposal approved by Conference will be entered into the Manifesto without any changes. This means that proposals submitted must be in the correct format for inclusion in the Manifesto. The National Council **will refuse to accept proposals that are not in the correct format, or already exist elsewhere in the Manifesto**. If you are going to submit a proposal make sure you familiarize yourself with the current manifesto.

The policy submission **should start** with a paragraph briefly describing why the submission has been made.

### Example of a Manifesto Proposal

Manifesto Proposals are numbered.

1. The first digit is that of the manifesto section in which the policy lies.
2. The second digit is the policy number
3. The third digit refers to the successive elements of the policy.

For example:

### **2.3 State Accountability**

**2.3.1** We call for the state to publish clear and comprehensive annual accounts, in the same way that private companies do. These comprehensive public accounts would list all taxes collected and list all expenditure items, and would link to detailed information on each specific area.

**2.3.2** We call for this information to be accessible from a single website.

#### **Amending a current policy.**

After the introductory paragraph the submission should reproduce the policy paragraphs that are going to be amended with the words to be changed in italics.

The paragraphs with the new wording should then be inserted into the submission in their final form including numbering.

#### **Adding to a current policy**

The submission should contain the new paragraphs in their final form. Numbering should normally follow on from the last number.

If the addition is to be inserted between existing paragraphs then the whole policy which will be subject to renumbering must be reproduced with the new paragraph(s) in their correct place in italics and the other paragraphs correctly renumbered.

**Proposing a new policy.** The new policy must be given, properly paragraphed and numbered. New policies will be added at the end of the section to which they belong.

Example.(see next page)

## **Introduction**

It is proposed to insert a new paragraph into policy 3.12 on Globalism. This will recognize that well managed companies with good product development programmes will be in a process of adding modern equipment for the new product that will make it uneconomical to continue to produce the old products. It may make sense to transfer these to countries with cheaper manufacturing so that these products can continue to be sold profitably into markets not yet developed enough to be able to use the new product.

### 13.12 Globalism

3.12.1 Our parliamentary democracy . . .

13.12.2 We recognize that businesses with well managed product development will have older product lines for which there is still a profitable market but not if produced with the newly developed processes and skilled personnel that the company now possesses as a result of the product development. In these cases it makes sense to transfer production of these products to countries where costs are lower.

13.12.3 The globalism being inflicted on us is neither desirable nor inescapable. It is not the product of an inevitable historical process. We need not stand by and allow our identity and way of life to be sacrificed to its needs.

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## 13. Fund Raising

The party does not have a vast 'war-chest' to fund members standing in elections. If standing in elections is a group goal it is important to have an active fund-raising program. Some of the things that you can do are as follows:

1. Ask for a small donation at each group meeting
2. Ask for donations at every public meeting
3. Set up an internet funding page to get donations from non-group members
4. Use [easyfundraising.org.uk](https://www.easyfundraising.org.uk) - a scheme that automatically raises money, at no cost to you, when you shop on line - but ask the membership secretary, **before you join up**, who will give you a special sign up link that gets us 20% more cash
5. Purchase copies of the Newspaper at the low member price and sell these at a profit
6. Have a tea party for local members (whether they are in the group or not), sell cakes, have a raffle etc.
7. Car boot sales
8. For other ideas search the internet. For example:  
<https://www.classy.org/blog/25-quick-fundraising-ideas-for-nonprofits-and-charity/>

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## 14. Handling Cash

### General Considerations

The English Democrats party does not run a branch system as defined by the Electoral Commission and so we do not have branch accounts. It is therefore the responsibility of members handling cash on behalf of their local group to do so:

1. securely,
2. simply
3. transparently.

Mishandling cash can lead to reputational damage to the member or the inability to complete a planned event/campaign due to lack of cash. Mistakes can always occur but clear procedures will make it easier to recover..

### Security

Once the amount of cash exceeds £50 - £100 it is good practice to keep funds in a lockable cash box.

### Cash Box

If cash flow is likely to be small, no more than, say, £200-£500 a year and if no one event will call for members to pay more than £30 for attendance or as a donation then a lockable cash box is generally OK. To manage this securely the member responsible should:

1. Check their house insurance to see if they are covered for theft of the cash and if not add it to the policy.
2. Record receipts and payments with a running balance (that should equal the amount in the box) in a simple notebook kept in the cash box so that the questions of other member can be answered.

### Bank Account

If these cash limits are likely to be exceeded then it is advised that the money be held in a "Supporters Club Account" (SCA) bank account.

You can either go to your bank and open what many banks refer to as a 'Treasurers Account' or use one already available (see later). The bank will require some documentation to be completed and this should be done with the approval of the group. If you open your own SCA then make sure you include the words 'Supporters Club' on the name of the account. For example "The Newsom Road English

Democrats Supporters Club”

If you use online banking then make sure that you use a secure password and do not divulge this to anyone.

In either case make sure you have two signatories .

A Supporters Club is an ‘Unincorporated Association’. Remember this term as any money you donate to candidates for election expenses must be included in their expense returns to the Returning Officer and they will need to use this term when describing the source of their funds.

### **Simply**

If you use a cash-box and a simple notebook of transactions then it is easy to keep account of what has happened and to tell people about it. However a cash box cannot handle easily cheques, standing orders, direct debits or large quantities of cash.

With a bank account people can transfer money directly into the account, online banking can be used to make payments (if you have your own SCA) and bank statements can be used to inform the group of what has happened.

### **Transparently**

At some time in the course of events the members responsible for cash will be asked to account for it; how much was received, how much was spent and the whereabouts of the remainder. Part of this accounting will require the production of ‘the accounts’. In this case either the cashbox notebook or the bank statements, and receipts for payments - so keep all receipts.

Members should not feel offended at being asked to do this. It is a perfectly natural desire of those who have given money to know how it was spent and the party would expect members to react in this way.

### **Use of Personal Bank Accounts**

If you are requesting personal donations then it is perfectly OK to ask people to transfer money to you personal bank account. You will be responsible for filing your election expenses under the Electoral Commission rules. Keep a copy of your completed forms and use these to answer people’s questions. Election deposits are not election expenses and do not have to be declared. If you have been given money for a deposit and you retain it you must ask your donors what they would like you to do with the money - it is not yours to keep.

Personal Bank Accounts should not be used for funds used to fund group events as the money given is given to the group and not to you personally. You may also find potential donors reluctant to pay money into a personal account.

If however you have used a personal account you should comply with the guidelines on transparency above even to the extent of showing a copy of your bank statement.

### **Already Existing Supporters Club Bank Accounts.**

Some existing Supporters Clubs will allow you to use their account for accumulating funds. On request they will transfer monies owing to you, usually to a personal bank account, and supply copy bank statements. This does get over the issue of how to show what money has been received but you will have to keep copies of all receipts to prove your outgoings. The North West Supporters Club has provided the following information

“On the various official websites people can donate via paypal which comes up with individual areas: i.e <http://EnglishDemocratsKent.party> paypal will say English Democrats – Kent, however people who don't like paypal can also donate by bank transfer to sort code 20-16-08 account 03048667 which is a Barclays account named “English Democrats North West Supporters” at each National Council I will bring a bank statement, all I ask is if those who use it can you put your area in the reference when used. i.e on a leaflet or web site I can put “Donate to English Democrats Bury via sort code 20-16-08 account 03048667 Ref Bury” (or your area or particular campaign) Other established areas already have accounts.”

Please make sure that you let people know what reference they have to enter otherwise there is no way of knowing whose money a particular deposit is.

### **Reporting Donations**

Unincorporated Associations (like a Supporters Club), if they donate more than £25,000 in a year for political purposes, must report certain donations to the Electoral Commission. Should you have to do this you can get information from

<http://www.electoralcommission.org.uk/find-information-by-subject/political-parties-campaigning-and-donations/donations-and-loans-to-other-individuals-and-organisations/registers-unincorporated-associations>

Or the treasurer at <mailto:treasurer@englishdemocrats.party>

### **IMPORTANT**

Supporters Clubs cannot consist of party members only. If they do then the reporting to the Electoral Commission is more onerous. Hence the advice earlier to include non-members

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