London 2016 campaign

Your Postal Vote GOTV Briefing

This briefing is to help your postal vote Get Out the Vote (GOTV) campaign for the London 2016 Mayoral and Assembly elections.

Please do make sure you are working in your target ward, and wherever else you have the ability to do so, to help us get as many people as possible to use their postal vote to vote Liberal Democrat. We particularly want to make sure people vote for 'Caroline Pidgeon's London Liberal Democrats' on the **orange ballot paper**. We must maximise our vote on the London wide lists in order to return Caroline and a strong Liberal Democrat team to the London Assembly.

1. GOTV artwork ready to use

To help you we have produced template leaflets for your postal vote knockup operation. They can be found on the Postal Vote GOTV page of the London website: go to londonlibdems.org.uk/resources and click on the link for postal vote GOTV.

You will find artwork for an A4 leaflet you deliver in advance, or as a knockup, and a DL slip to use with letters or for knockup.

If you have any questions about how to get these printed look in the supplier section or call

Pete Dollimore on **07710 094143**. You can produce a delivery list in Connect, or there is space to mail merge the name and address on the A4 if you want to. Chose which ever is easiest for you!

2. Who you should talk to

Make sure you are talking to the right people. This is now very straightforward using the Target Pools feature on Connect.

When you go to create a list chose the area you want to make a list for and then pick the GOTV: Postal vote Shuttleworth Target Pool. There are two: one for Labour facing and one for Tory facing areas. Then run your search. This will give you the list of postal voters you will want to be targeting in your knockup operation.

3. Use the London PVGOTV script

We have a standard London Postal Vote GOTV script in Connect. You can use this when you are producing canvass cards to use in your postal vote knockup. The script is called **London Elections 2016 PVGOTV**. You can also produce targeted delivery lists using the **4-List: For targeted leaflet delivery**.

www.londonlibdems.org.uk/resources