

London 2016 campaign

Your Get Out the Vote (GOTV) Briefing

This briefing is to help you plan your Get Out the Vote (GOTV) campaign for the London 2016 Mayoral and Assembly elections on 5th May.

Please do everything you can in your target wards and where ever else you can 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 knockup operation. They can be found on the GOTV page of the London website: go to londonlibdems.org.uk/resources and click on the link for GOTV resources.

You will find artwork for an A4 leaflet you can use in polling, as an eve of poll, or as a good morning and example knockup leaflets you can use on polling day itself. We are also offering some colour DL Half Price Fares Cards for use as stations or as a knockup leaflet on polling



day.

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 targeted delivery list in Connect, or there is space to mail merge the name and address on the A4 leaflets.

2. Who you should talk to

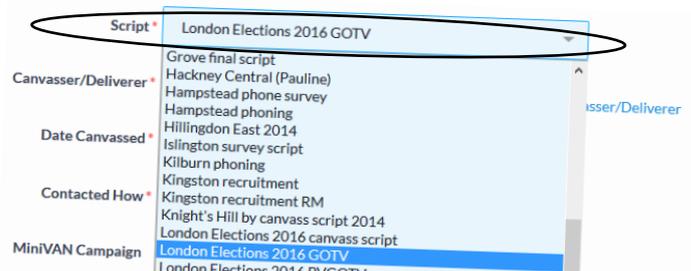
Make sure you are talking to the right people. This is now very straightforward using the Target Pools feature on Connect.

When you go to create a list choose the area you want to make a list for and then pick the GOTV: non-postal voter knock up 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 supporters to be speaking to on and in the run up to polling day.

- Weekly Activity : All Other Local Phone Contacts
- Weekly Activity : Other phone bank contacts
- GOTV: Tory facing Shuttleworth : Postal voter knock up
- GOTV: Tory facing Shuttleworth : Non-postal voter knock up
- GOTV: Tory facing Shuttleworth : Not in Shuttleworth
- Life Stage : Young: In student accommodation
- Life Stage : Older: In elderly accommodation: NOT nursing homes

3. Use the London GOTV script

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



www.londonlibdems.org.uk/resources