

Momentum's doorknocking 101

Basic structure of conversations at the doorstep - 3 steps

Step 1: Introduction and First Impression

- You make your first impression at the door before you even say hello. Make sure to smile, be upbeat and make eye contact.
 - It is important to make clear you're a member of the local community. You aren't a robot or an outsider conducting a poll. You're a neighbor, and you want to make sure this voter knows important information. Ex: Hi, may I speak with ___? My name is __ and I'm a volunteer with the Labour Party here in _____. How are you?
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Step2: Voter ID

- The Labour Party needs to know if people are either:
 - Strong supporter for Labour
 - Strong supporter for the Tories
 - Undecided, leaning one way or the other, or LibDem/Green/other supporter
 - This is vital for having an effective Get Out the Vote strategy during the last few days of the campaign where we will only be knocking on supporter doors and making sure we have a strong turnout.
 - This also enables us to **spend our time most effectively by persuading undecided voters.**
 - **If someone is a strong Labour supporter**, thank them for their support and let them know we are looking forward to seeing them on election day. Have at most a short conversation about how excited you are that they are supporting Labour and move on.
 - **If someone is a strong Tory supporter**, thank them for their time. Do not spend time persuading, there are many more undecided voters out there who need to hear your message.
 - **If someone is undecided, unsure, not planning on voting, or voting LibDem/other**, have a conversation about the issues most important to them.
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Step 3: What issues are most important to you?

- **It is important to learn more about what people are interested in so that you can give them information specific to that issue.** It's also a way of building a positive connection for them with our campaign. This conversation could be the tipping point for them as they choose whom to vote for.
- Once you have identified their issue, give the voter a quick fact about Labour's position on that issue (see our talking points below).
- Share a personal story that relates to the issue being discussed. Why are you a Labour voter, what has the Labour government/ Labour councillor or MP done for you? What Labour policies would affect your life for the better once Labour is elected?
- Ask again at the end of the conversation if they are closer to voting Labour. (Mark on the clipboard that another visit the next week may persuade them).

4 top tips for the doorstep

These skills help make a positive and lasting impression with voters, a personal impression that they will remember when they're in the voting booth.

<p>Tone</p> <ul style="list-style-type: none"> ● Speak like you confidently, remember this is your community and you're talking as neighbour with shared concerns. ● Make sure you are matching tone with the voter - are they in a rush, are they reluctant, chatty? How can we best have a conversation that suits their attitude, or change that attitude to one that's more receptive? 	<p>Body Language</p> <p>You make your first impression at the door before you even say hello. Make sure to smile, be upbeat and make eye contact.</p> <ul style="list-style-type: none"> ● Awareness of open vs closed body language ● Body language is something that plays a large role in setting us at ease, or on edge, and is a large part of how we communicate as humans.
<p>Eye Contact</p> <ul style="list-style-type: none"> ● Eye contact keeps voters engaged and shows you are listening ● It helps create a personal connection and rapport with the voter. 	<p>Genuine Curiosity</p> <ul style="list-style-type: none"> ● This is important for making sure that we can relate personally to their life. ● Ask questions ● Listen actively ● Repeat concerns back to make sure you are understanding each other