

## Canvassing guide

The following document addresses materials covered at the 2 hour Momentum training session. It is structured as follows:

- Personal Story
- Doorstep Tips and Practice
- Policy and Values - see additional document *talking points for the doorstep*

## Personal Story

**There's a lot at stake in this election.** We are living in a time of crisis. The top 0.1% have as much wealth as the bottom 90% of us. The NHS is under threat from cuts and privatisation. Young people are saddled with thousands of pounds in student debt. Catastrophic climate change threatens the future of our planet. Millions of us simply cannot survive another five years of the Tories.. Increasing influence of money in politics means that millionaires, billionaires, and big corporations are influencing policy, and so the tory government represent their interests—not ours. **Jeremy Corbyn is the only candidate who we can trust to fight for our interests over those of the corporate elite.**

Let's be clear: every single person who has decided to take action for Jeremy and go on the doorstep with this campaign, has a reason **why this fight is so important to them.** That includes you. You've lived in the world as it is, and you've decided it is unacceptable. It is not easy to take on the billionaires. It is not easy to take on the Tories. **You have a sense of what is at stake, and why that means you must fight for the candidate who refuses to go along with politics as usual.**

**This is true for every single person who is involved with our campaign.** Organising to win against the corporate class is hard work. At times, it will feel frustrating or difficult. To organise effectively through the tension and adversity we are sure to face, we must ask ourselves why this work is so important to us—what's at stake for ourselves and the people we care about.

**Each of us have key experiences and aspects of our background that inform the values, belief, and analysis we have today:** these are what made us. Each of us have a unique role we occupy in this campaign, and unique identities that inform our role and goals in our large movement: who we are.

**It is important – both on this campaign and beyond – that you have a sense of your own personal story. To think about personal story, start with asking yourself two questions: What made you? And who you are?**



### **What made me:**

Key experiences  
Race and ethnicity  
Gender and sexuality  
Economic background and class  
Immigration status  
Religion  
Communities + neighbourhoods  
Jobs (past)  
Education  
Family and friends (past)

### **Who I am:**

Role with Momentum  
Job/career  
Political beliefs and identities  
Gender identity  
Sexual orientation  
Economic status  
Religious affiliation  
Family and friends (now)  
Community + neighborhood  
Hobbies + recreation

Not all of these categories will have had the same impact, or even a significant impact, on your personal story, but they're examples of what you should reflect on as you reflect on your personal story. **When thinking about your personal story, it may help to think of or draw out in particular three key identities or experiences from the left side, and how they've brought you to the right side: who you are today.**

**This bridge between what made me and who I am is our politicisation:** we've all had experiences that have informed how we view the world and what our politics are. Those experiences inform what our politics are and how we decide to take action around them in the public arena.

## Doorstep Tips and Practice

### 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?
- 

#### 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.
-

### 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).
- 

### Tips for talking to people on the doorstep

- **Be Authentic.** This campaign is all about describing the real challenges facing our country. So don't be afraid to tell people who you are, what your story is, and what brought you to this campaign. For some of us, it's the fight for £10 minimum wage - for others, it's saving the NHS and other public services. Bring who you are into the work you do for this campaign: it's one of the things that will help us win.
- **Be Positive.** Corbyn has never run a negative campaign, and he doesn't want to change that. He is Leader of the Labour Party because his ideas are the right ones to rebuild and transform our country - not because he wants to bludgeon the other candidates. So let's follow his lead, and be respectful: remember, for many people, we're the face of this campaign.

### Making the Labour campaign local

- Think about:
  - What are your neighbours worried about?
  - Who is the biggest employer in the area?
  - What are their employers worried about?
  - Are there any large local campaigns going on?
  - Is the local hospital under threat?
- We all know that Labour will address these people's concerns! Linking what you say on the doorstep to issues that concern people is the best way to persuade them to listen. Every national issue can be linked to a conversation about the impact on your local area.

### Labour's record in the area

- If you have a Labour MP -
  - What has Labour, either nationally or locally, done for your area?
  - What's your MP's record of delivery?
  - What threat do your main opponents pose to your area's future?
- If you have a Conservative/Other non-Labour MP -
  - How have they failed your area? What examples can you point to of how things have gotten worse for local people?

### If you don't know the answer to a question

- Acknowledge the voter's point for example: "You are right. This is an issue in our local area and it is very important"
- Create a follow-up plan for example: "I don't know what the Labour candidate proposes to do but I will make a note for an organizer to follow up with you."
- Talk about why you are passionate about the Labour Party "Let me tell you why I am voting for the Labour Party. I've seen too many friends unable to make ends meet on minimum wage. I support Labour's policy too..."

### Dealing with the hardest response: I don't vote

- **All the parties are the same**
  - Work out what particular issue they care about, or what makes them angry. Look at our key policies help sheet and tell them what Labour will do to address their concerns. People are often concerned about the same things as all of us; housing, jobs, wages, cuts to public services, education...
  - There has never been a clearer choice between the two main parties in an election. The Tories have failed the British people in the last 7 years. Life has got harder for everyone other than the 1%
  - It's time for change. It's time for a Labour government.
  - Ask them what they are concerned about and follow the advice above.
- **My vote will not make a difference**
  - Tell them how marginal their seat is and how close it was at the last election. Their vote will make all the difference in who gets elected and therefore, who gets into government. Many MPs have been elected with just a 40 vote majority - every single vote counts!

## 4 top tips for the doorstep

These are the 4 key canvassing skills. Tone, Body Language, Genuine Curiosity, and Eye Contact. These skills help make a positive and lasting impression with voters, and it creates a personal impression that they will remember when they're in the voting booth.

<h3>Tone</h3> <ul style="list-style-type: none"><li>• Speak like you confidently, remember this is your community and you're talking as neighbour with shared concerns.</li><li>• 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?</li></ul>	<h3>Body Language</h3> <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"><li>• Awareness of open vs closed body language</li><li>• 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.</li></ul>
<h3>Eye Contact</h3> <ul style="list-style-type: none"><li>• Eye contact keeps voters engaged and shows you are listening</li><li>• It helps create a personal connection and rapport with the voter.</li></ul>	<h3>Genuine Curiosity</h3> <ul style="list-style-type: none"><li>• This is important for making sure that we can relate personally to their life.</li><li>• Ask questions</li><li>• Listen actively</li><li>• Repeat concerns back to make sure you are understanding each other</li></ul>