



 Labour

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**MOMENTUM
ACTIVIST HANDBOOK**

 Labour



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PERSONAL STORIES

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. **The Labour Party with Jeremy Corbyn as leader is the only party we can trust to fight for our interests over those of the corporate elite.**

Every single person who has decided to take action and be part of our movement 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. **You have a sense of what is at stake, and why that means you must fight for a fundamental change within society.**

This is true for every single person who is involved with Momentum. 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 within this movement, and unique identities that inform our role and goals in our large movement: who we are.

It is important 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:

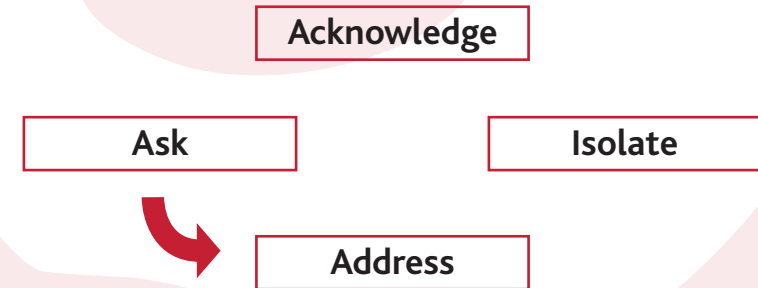
Role with Momentum
Job/career
Political beliefs and identities
Gender identity
Sexual orientation
Economic status
Religious affiliation
Family and friends (now)
Community + Neighbourhood
Hobbies + recreation

PERSONAL STORIES

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 society

PERSUASIVE CONVERSATIONS – THE RESPONSE CYCLE



Food for thought - how do different people think?


ETHOS (Relationships), LOGOS (Reason), PATHOS (Emotion)

Ethos is an appeal to ethics, and it is a means of convincing someone of the character or credibility of the persuader.


Logos is an appeal to logic, and is a way of persuading and audience by reason.

Pathos is an appeal to emotion, and is a way of convincing an audience of an argument by creating an emotional response.


PERSUASIVE CONVERSATIONS – THE RESPONSE CYCLE


 Acknowledge - all concerns are valid. We do not want to reject anyone's concern, no matter how far-fetched or unethical you consider it to be.

- Example "I think we should kick all the immigrants out"
- Key language to use: "I see your point," "I understand," "I can sympathise with that."

 Isolate - we want to isolate a person's specific objection, ideally finding the issue that matters to this person most so we can focus the conversation and use our best talking points to address this person's concern.

- Key language: "What issue matters to you the most nationally or locally?" "Do you mind me asking... do you have children?"
- It is here where most reframing happens -
 - Voter "I'm not really interested in politics"
 - Doorknocker "I understand that feeling, I notice that you have children.. Did you know that.."

 Address Key Issue - once you have isolated a voter's key issue, you can then introduce policy points and statistics related that clearly address the voter's concern. It is important to stay on message in this section, as the temptation can be to branch out and detail all the policy points of your candidate. Focus your message and tailor it to this person's concerns!

 Ask - you don't get anything you don't ask for. After addressing the person's concern, ask for support or gauge what they are now thinking.

- "That being said, can we count on you to vote Labour on election day?" "Will you register to vote?" "Will you support x in the local elections coming up?" "Will you support x local campaign?"

HOW TO DOORKNOCK

Basic structure of conversations at the doorstep - 3 steps

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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 neighbour, 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?

.....

Step 2: 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.

HOW TO DOORKNOCK

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).



Top tips for door knocking

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 people.

Tone

- 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?

Body Language

- You make your first impression at the door before you even say hello. Make sure to smile, be upbeat and make eye contact
- 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

Eye Contact

- Eye contact keeps voters engaged and shows you are listening
- It helps create a personal connection and rapport with the voter

Genuine Curiosity

- 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

Other persuasive conversation formats

- m** **Phone-banking** - Voter ID and introductions are important here! They can't see you so trust is through your tone - smile while you speak it makes you sound more positive.
- m** **Street stalls** - A more casual setting you don't need to introduce yourself but label yourself with sticker or badge. This is a time for more lengthy conversations with people who actually want to talk. Voter ID is also not appropriate.
- m** **Personal conversations** - who is it? Have a look at the 'Ways people think' section above and think about the person you are talking to. Are they a grandparent who cares about your future? The personal story is often a good tool here.
- m** **Recruitment** - In each constituency there are hundreds of Labour Party members who are not active, organising a door knocking day to visit inactive Labour Party members is a brilliant mobilising technique.



POLICY TALKING POINTS

Work + Taxes

- m** Zero-hours contracts will be banned to guarantee workers a "number of hours each week."
- m** Four new public holidays to mark national patron saints' days.
- m** Raise minimum wage to "at least £10 per hour by 2020."
- m** Ban unpaid internships.
- m** No income tax rises for those earning below £80,000 a year – but "top 5% of earners will be asked to contribute more in tax" to fund public services.

Health

- m** Scrap NHS pay cap. NHS will receive more than £30 billion in extra funding over the next parliament.
- m** Free parking in NHS England will be funded by increasing tax on private medical insurance premiums.
- m** Mental health budgets will be ring-fenced, and Labour will ensure all children in secondary schools have access to a counselling service.

Social (housing, education, police)

- m** Labour will guarantee state pension triple lock, as well as the Winter Fuel Allowance and free bus passes. Will not increase state pension age further.
- m** Recruit 10,000 more police officers.
- m** Build at least 100,000 council and housing association homes a year for "genuinely affordable rent or sale."
- m** Labour will bring energy supply networks, the water system and Royal Mail, as well as private rail companies, back into public ownership.
- m** Scrap university tuition fees and reintroduce maintenance grants for students.

Brexit + immigration

- m** Protect jobs and workers rights, and stop Britain from becoming a tax haven for the rich.
- m** Ban companies from advertising jobs abroad before they have been advertised locally to stop low paid migrant workers undercutting wages.
- m** Introduce a Migrant Impact Fund to provide extra money for local authorities that have had a large influx of migrants.
- m** Immediately guarantee existing rights for all EU nationals in Britain.

HOW THE LABOUR PARTY WORKS

Getting involved in your local Labour Party can often seem confusing, daunting and unfamiliar to new members. This short guide will hopefully help to clarify how things work and how you can get active in your local Party and community.

Getting active in your local Party is a great way to:

- Meet other Labour Party members in your local area
- Bring new ideas and enthusiasm to your local Party
- Make your voice heard in shaping the direction of the Party and Party policy
- Organise local campaigns and get Labour's message out to your local community
- Help Labour win the next general election

There is a high degree of variation between branches and CLPs. This is not a definitive guide. It is designed to be a basic overview of how the Labour Party works to help members be familiar with the various bodies and processes.

Local Labour Party BRANCH LABOUR PARTY (BLP)

The membership of branches is drawn from the Labour Party members who reside or registered to vote within the branch area. Branch members are able to attend branch meetings, the AGM and candidate selection meetings.

Branch officers carry out duties in the running of the branch. The branch secretary is to deal with the paperwork, correspondence and distribution of notices for meetings, the chair presides over the branch meeting and keeps things in order. The treasurer deals with the branch's money. If the chair was absent the vice chair would take the meeting.

The branch is a hub of local activity and is a great place to meet neighbours who are also Labour Party activists.

Branches usually meet monthly and:

- Discuss political issues and plan local campaigning activities;
- Send motions to the CLP meetings;
- Nominate candidates for election to the CLP Executive;
- Elect delegates for the CLP;
- Select local council candidates and participate in trigger ballots for sitting MPs

How to become a branch officer

Any Labour Party member can stand for an officer position within their branch. Self nomination at the branch Annual General Meeting (AGM). The branch secretary must make every effort to inform members that the AGM is taking place. The branch secretary is usually notified ahead of the meeting and the nomination may be seconded. The candidate with the most votes holds the position.

Branch Executive Officer positions include (auditors and other functional officers are appointed as required):

- Chair/Presides over the meeting and keeps things in order;
- Vice Chair/Takes over the chair's duties in their absence;
- Secretary/Deals with paperwork, corresponds with members and distribution of notices for meetings; and
- Treasurer/Has responsibility for the money.

Constituency Labour Party (CLP)

CLPs are based on the electoral district for the MP, there are normally between 6-9 branches in a CLP. These are the areas that are represented by one Member of Parliament.

CLP meetings take place monthly and:

- Discuss political issues;
- Plan local campaigning activities;
- Send motions and delegates to Labour Party Conference;
- Elect officers to the Executive Committee, which oversees the day-to-day business of the CLP;
- Organise hustings during candidate selections for the MP and MEPs

There are two main models for CLP meetings:

- Some CLP meetings are open to all members and are known as All Member Meetings (AMM) – this structure was introduced in the late 90s, when meetings were extremely small;
- More traditionally, CLPs operate on General Committee (GC) structure. Some GCs allow all members to attend but only elected delegates can vote, whilst some GCs are restricted to delegates only. Delegates are elected from Labour Party branches, affiliated trade union branches and affiliated socialist societies.

How to become a CLP delegate (open & closed CLPS only)

Any Labour Party member can stand for a delegate place. The number of delegate positions are based on the number of Labour Party members in the branch. Self nomination at the branch AGM. The Branch secretary is usually notified ahead of the meeting and the nomination seconded. Branch members present vote. The candidate(s) with the most votes holds the position. Also can be a delegate by receiving a nomination from a Trade Union or Socialist Society.

How to become a CLP officer

Any CLP delegate can stand for an officer position within their CLP (or if an All Member Meeting any Labour Party member residing within the constituency). Self nomination at the CLP AGM. The CLP secretary is usually notified ahead of the meeting and the nomination may be seconded. CLP delegates who are present vote (if an All Member Meeting all Labour Party members may vote). The candidate with the most votes holds the position.

CLP Executive Officer positions (responsibilities similar to descriptions above but at CLP level): Chair; Vice Chair / Membership; Secretary; Treasurer; and Woman's Officer.

CLP additional functional officers could include; Youth Officer, Ethnic Minorities Officer, Campaign Coordinator, Political Education Officer, Training Officer, Information Technology Officer, Disability Officer, Trade Union Liaison Officer and Fundraising Officer.

General management committee (GMC) (open & closed CLPS only)

Generally meets monthly and made up of delegates from: BLPs including BLP secretaries; Affiliated Unions; Socialist Societies (a membership organisation affiliated to the Labour Party, e.g. Fabian Society); Co-op Party; Women's Forums; and Youth Organisations. It is responsible for holding the MP to account and running the party in the constituency. At the CLP meetings the GMC delegates are entitled to vote.

Executive committee (EC)

The Executive Committee manages the CLP and is appointed by the GMC at the AGM. It is responsible for taking decisions in between the GMC meetings and is made up of officers, some affiliated delegates and a rep from each branch (usually, but not always, the branch secretary).

How to pass a resolution

A resolution is a statement of position. Any Labour Party member can put forward a resolution at their branch meeting. Effort should be made to circulate the resolution to the BLP ahead of the branch meeting so interested parties know to attend. It is read out at the branch meeting. A vote is carried out on whether to pass the resolution.

If the resolution is passed then the branch secretary sends the resolution to the CLP. The branch then need to speak in support of the resolution at the CLP meeting.

Local campaign forum (LCF)

The LCF consists of elected representatives from: CLPs; and The Co-op party.

It's responsible for Getting Labour councillors elected; Overseeing the work of councillors; and Recommending policy for the local elections (although the final say is with the group of elected Labour councillors).



COUNCIL

The Council is controlled by the political party which has the greatest number of councillors. Council Officers (people who work directly for the council) are tasked with delivering decisions made by the council.

Leader of the council

Is the leader of the largest political party on the council. They are decided by a vote by councillors.

Cabinet members or portfolio holders

Members of the cabinet have specialised roles and are responsible for making strategic decisions. They are Councillors who have been invited by the Leader of the Council.

Councillors (members of the council)

In most areas each branch has three councillors who are elected via a local election. This operates on a four year cycle with one councillor position contested every year, and no election in the fourth year. Or all elections done at the same time every four years.

Councillors represent all residents within their branch. All services within the Council are managed in their name. They have a complex role and must act in a number of capacities; As committee member; Constituency representative; and Party activists. Every four years a councillor must stand for reselection should they wish to retain their position.

Labour group

Labour Group is a monthly discussion meeting of Labour Councillors and candidates at which they discuss policy and make decisions on their position.

NATIONAL LABOUR PARTY

Labour party leader

Elected by an alternative vote system by members, supporters and affiliated trade union members on a one member one vote basis.

Parliamentary Labour Party (PLP)

All Labour Members of Parliament as a collective body. Regular meetings of the PLP are held in private. Candidates for Labour Party leader need the support of 15% of the PLP to appear on the ballot. The PLP have the power to trigger an extraordinary Labour Party Conference to choose a new leader if confidence is lost.

National Executive Committee (NEC)

Chief administrative body of the Labour Party.

It has 33 members including representatives from the; Parliamentary Labour Party (PLP); European PLP; CLPs; Affiliated trade unions; Scottish and Welsh Labour and Socialist societies. NEC's responsibilities are to make sure all the various parts of the party function correctly; organise campaigns; employ the party staff; liaise with other European socialist parties.

National Policy Forum (NPF)

Any member can stand for the NPF if they have a nomination from their own plus 3 other CLPs. Elections are every 3 years. It is made up of 186 members representing; Government; European and devolved assembles; Local government; Affiliated trade unions; Socialist societies; The Co-op party; Regional reps elected by Labour Party members; and Minority groups.

It is responsible for overseeing policy development and submits documents to National Conference.

The Joint Policy Committee acts as a steering group for the NPF, has strategic oversight of policy development and is chaired by the leader of the party.

How to become a CLP delegate to regional and national conference

Any Labour Party member can stand to be a CLP delegate to National conference with a nomination from their Branch or affiliated organisation.

The number of delegate positions are based on the size of the constituency. Up to 750 members = 1 delegate then an additional delegate for every 250 members. If the CLP has a constituted youth and women's section you are also entitled to an additional young person's and women delegate (and additional delegates again once the CLP is over 750 members.)

There should be a gender balance in the delegates who you send to Annual conference. If you are only entitled to one delegate (under 750 members in the CLP) the delegate must be a woman unless a woman went the previous year. (i.e. it should either alternate or a woman could in theory attend each time.) If a constituency sent a man to conference last year they must send a woman as the main delegate this year or whenever they next send a conference delegate.

How to become a councillor

The first step is to get on the panel of approved candidates. This involves filling in a form and attending an interview with three representatives from the Local Campaign Forum.

The form requires a personal statement in support of the application and asks about:

- Activity in the party;
- Activity in the community;
- Any public office;
- What contribution you might make.

The interview lasts about 30 minutes and a candidate is asked questions about :

- What you wrote on the form;
- Why you want to be a Labour councillor;
- How you would reconcile a difference between your branch members and the Labour group of councillors; and
- What you understand by equality of opportunity.

A candidate is then invited to a candidate selection meeting at a branch. They are required to make a short speech and answer questions from branch members. A secret ballot is held and the selected candidate announced.

Candidates require an agent to help run the local election campaign. From people who live in the ward a candidate requires ten signatures to support their nomination.

- Campaigning involves:
- Door-knocking;
- Delivering leaflets;
- Street stalls with other members; and
- Engaging with local charities, businesses and community groups.

This is coordinated by the agent as well as keeping records of the money spent. If you get the majority of votes in the local election you are elected as a councillor.



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