momentum

Canvassing to *WIN*

Every single one of us has a reason why this fight is so important. **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 you must fight for a fundamental and irreversible shift in the balance of power and wealth within society.*

CONTENTS

GETTING STARTED

Labour's transformative agenda has inspired thousands of new volunteers, activists and campaigners wanting to get onto the streets and spread the message. We've seen a massive surge in participation and support from a whole range of dynamic, generous and creative people with massive potential.

But we have also joined this movement because we are keenly aware that real change is needed. We have all experienced anxiety and frustration with what is happening. For years we have faced falling living standards, growing job insecurity and shrinking public services under Tory austerity. We all have a story to tell about these issues. And we have given up our evenings and weekends to go door-knocking because we passionately support Labour's program for the real change this country needs.

We are canvassing because we care. And our feelings, concerns and personal stories are crucial for effective canvassing.

Why canvass?

The purpose of Labour's door-knocking campaign is to collect voting intention data ("Voter ID") to add to our central database, identify labour voters to 'get out the vote' ("GOTV") on election day, sign up Labour postal voters to increase turnout amongst Labour voters, respond to local issues and identify good local campaigns. It's important to gather the right data for helping Labour identify key target groups for persuasion and GOTV.

During the initial doorstep introduction, some voters respond that they are undecided about who they will vote for. This is when we have persuasive conversations-- to get undecided voters to vote for us.

PERSUASIVE CONVERSATIONS

Why have persuasive conversations?
We know that the key battlegrounds of this election will be in just a few marginal seats. During the election, each one of us will be talking to people on doorsteps in these marginals.

It is a commonly held view that most people cannot be persuaded to change their mind on the doorstep. But we know there have been massive shifts in voting behaviour in the last few years. Between 2010 and 2017, around half of voters changed their party loyalty. Around 30,000 people don't vote in any constituency-- these are people who can be persuaded to vote for us. In canvassing, around 7% of people can be persuaded with a leaflet, 30% can be persuaded on the first doorstep conversation, 55% on the second and 70% on the third. This means there is a lot of scope for persuasive conversations on the doorstep to have a huge impact on the election result.

The goal
The aim of having persuasive conversations is to convince those voters who can be persuaded to vote for us. To secure the votes needed to win this election we are going to have to bring over as many people as possible, from a range of social and cultural backgrounds and with a variety of political perspectives, who are open to being persuaded by our ideas.

Whether on housing, public services, worker rights, education or the environment, Labour's program offers an inspiring vision that people with a variety of concerns can really get behind. Our Brexit proposal is unifying and democratic. When canvassing we try to speak to as many people as possible who are not already on board with all of Labour's agenda, but might be willing to change their minds.

Persuasive conversation techniques are not only about trying to persuade people to vote Labour. This is a unique opportunity to build relationships, offer support and show the community the Labour Party listens and cares. In a broader sense, having conversations with people in our communities about the issues that matter most to them is also a really important part of the democratic process. This is a space for us to connect people's issues with Labour's bold, transformative agenda. It can be an enriching— and fun— experience!

Here are a few tips:
– We only have persuasive conversations with undecided or persuadable voters. If you find you are speaking to someone whose mind is already made up (for Labour or Tory), make a note for the boardrunnner, be polite and move on to the next door.

– We are volunteers and community members, and we've given up our evenings or weekends because we care. Remind people of this— most people don't know you're not a paid canvasser or robot.

– The most effective persuasive conversations are about listening. We aren't trying to argue facts or say every word in the script. This means asking questions about what issues matter to people to most, or what they think.

– We are trying to build relationships in a really short amount of time. This means showing who you are by using personal stories (for example, starting off conversations with "as someone who works as a teacher"; "as someone who uses the NHS") and showing we are listening (after someone has spoken, respond "yes, I understand that")— see the more detailed information on this below. The aim of presenting human stories is to present understandable, relatable reasons why Labour is the best party on the voter's key issues.

– We are not expecting to fully persuade someone in a 30-second doorstep conversation. People are going to persuade themselves— and that takes time. The doorstep conversation is only one part of a broader campaign where the Labour party will engage voters many times— through our manifesto, social media, street stalls, rallies, socials and events to name just a few. Often our job is to plant a seed that will make them open to our national campaign and policy agenda. Sometimes you can deal with their concerns and misconceptions that are a barrier to them considering Labour.

– Remember that the information you collect on the door is vital for the Labour Party in the GOTV campaign. Always record the information from your conversations with the volunteer collecting data.

PERSONAL STORIES

Personal stories matter for canvassing
We have joined this movement to fight for real change. And every single one of us has a reason why this fight is so important. 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 you must fight for a fundamental and irreversible shift in the balance of power and wealth within society.

To have effective conversations on the doorstep, we must have a clear sense of why this work is so important to us—what's at stake for ourselves and the people we care about.

Each one of us has key experiences and aspects of our background that inform the values, beliefs, and ideas we have today. These are what made us. We each have a unique role we occupy within this movement, and society as a whole. This is what makes us who we are, and it is also what makes us so effective in convincing others to vote for our cause.

Telling personal stories
The first step is to have your own personal story. To do this, start by asking yourself two questions: who are you? and what made you?

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 "what made me" category, and how they've brought you to "who I am": what makes you 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 in the society around us.

What made me:
Race and ethnicity
Gender and sexuality
Economic background and class
Immigration status
Religion
Community
Jobs (past)
Education
Family and friends (past)

Who I am:
Role with Momentum/ Labour
Job/career
Political beliefs and identitGender identity
Sexual orientation
Economic status
Religious affiliation
Family and friends (now)
Community + neighbourhood
Hobbies + recreation

PERSUASIVE CANVASSING SKILLS

The 4 key canvassing skills are: 1. Tone, 2. Body Language, 3. Genuine Curiosity, and 4. Eye Contact.

These skills help make a positive and lasting impression with people.

Tone	Body Language
– Speak confidently, remember this is your community and you're talking as a 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?	– 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	**Genuine Curiosity**
– Eye contact keeps voters engaged and shows you are listening – It helps create a personal connection and rapport with the voter.	– 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

Basic principles for persuasive canvassing

1. Relationships
Canvassing is about creating relationships on the door. One of the best ways to do that is to share a bit of yourself and explain why you have taken time to knock on their door.

2. Personal stories
Personal stories are an important tool for persuasion— they are about finding commonality and connection. In a broader sense, this is also about reaching out to and rebuilding communities and understanding the issues that matter most to people.

3. Values and motivations
We know that human beings make decisions based on their values and motivations. Our values and motivations normally come from our emotions and personal experience rather than our analysis of the world. This is why giving human content and a relatable story to the issues in Labour's manifesto is likely to have a strong impact.

4. Trust
If I am going to persuade someone to vote Labour, they need to be able to trust me. To do that they need to know a little about what motivates me, and that is why our own story is so important. By telling our story, people can understand why this issue matters to me and they can empathise.

5. Listening and understanding
To build a relationship on the doorstep we must really understand their issues and experiences so we can select the information most relevant to them.

Persuasive arguments

People construct arguments in 3 basic ways. These also reflect how we think through opinions in our own heads.

Relationships- means of convincing someone of the character or credibility of the persuader.
Logic - a way of persuading an audience by reason.
Emotion - a way of convincing an audience of an argument by creating an emotional response.

Many of us come at our strongest convictions through emotions. People make conclusions based on experiences, identity and values.

Often when you have a conversation with someone you can identify what type of arguments they use. This is an important part of active listening. When we pick up on the type of framing the other person is using, whether through relations, logic or emotions, we can then mirror their argument. A good way of finding out someone's way of thinking is by asking what matters to them. This is an important part of the response cycle.

HAVING DOORSTEP CONVERSATIONS

Basic structure of conversations at the doorstep* - *3 steps

Step 1: Introduction and first impressions
- 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 volunteer and/or member of the local community. You aren't a robot, paid canvasser 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:
  - > A strong Labour supporter
  - > A strong Conservative supporter
  - > Undecided, leaning one way or another, or Lib Dem/Green/other supporter

- This information 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 gathering voter ID and 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, suggest ways they can be involved 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.

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 in deciding who to vote for.

- Once you have identified their issue, give the voter a quick fact about Labour's position on that issue (see our policy talking points sheet).

- 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 next week may persuade them).

- If someone is undecided, unsure, not planning on voting, or voting Lib Dem/ other, have a conversation about the issues most important to them (cue response cycle).
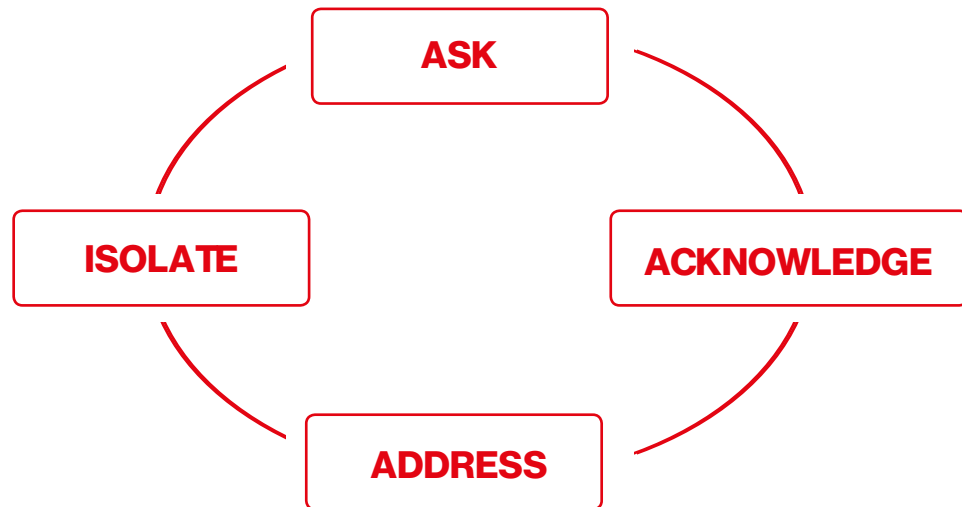
When we have identified persuadable voters, we then begin the response cycle. This can be repeated 1-2 times before moving on to the next door.

7 steps

Step 1: Introduction - first impression, smile, friendly greeting, let the voter know who you are: a community member do not just introduce yourself as from the Labour Party. Remember to say your name! You are a person not just a volunteer.

Step 2: Ask - ask your first question be it "What local issues do you care about?", "what do you see as the biggest national issue?"

Step 3: Acknowledge their point - You cannot have a meaningful conversation if you start an argument, you want to show people you are

there to engage and listen. And many people's concerns are valid! Example language: "Lots of people seem to think that" "I understand," "I can sympathise with that concern"

Step 4: Address - 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"
Door Knocker "I understand that feeling. I notice that you have children.. Did you know that.."

Step 5: Isolate 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 persons concerns! This is your opportunity to build a relationship - share your personal story, empathise with their point of view.

Step 6: Ask - you don't get anything you don't ask for. After addressing the person's concern, ask for support or gage what they are now thinking.

"That being said, can we count on you to vote Labour on election day?" "Will you register to vote?" or "will you come to this local event?"

If the person you are talking to is really keen then recruit them! Direct them to mycampaignmap.com, ask them to put a poster up or consider joining the Labour Party.

Step 7: Following Through - If, after your ask, the voter is still undecided or needs more information, cycle again. Follow the same structure, again starting with acknowledging the voter's indecisiveness. In your second response cycle, try to work in your personal story if you haven't already.

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