CARPOOL GUIDE

Carpooling to key marginals is a great way to make new friends and prepare for your day out canvassing. Before heading out, print out this Activity Sheet or make sure you can access it on your phone.

Note: if you are the driver, please assign someone else to lead the activities. We need our drivers focused on the road!

Thank you so much for joining the Momentum Carpool to a key marginal. One-to-one conversations will make a big difference this election, and people will remember your commitment to the campaign and your belief in making a difference in people's lives through the Labour party.

Today you may be in the car with activists that you do not know or people you can learn from. These activities are designed so your group can get to know each other and feel confident heading out on the doors.

Activity #1: Icebreakers

Try asking the following questions

What brought you here? Every person in this car committed to taking time out of their weekend to knock on doors and have face to face conversations about the issues affecting our country. That's a big deal! Share your motivations with each other. Why are you here? What is your stake in this election? Why are you a Labour activist?

Example: I am a Labour activist because my mother relies on the NHS. Our local hospital is under threat from Tory cuts. If the cuts go through, she will have to travel an extra hour to get medical attention. I am here because Labour believes in fully funding the NHS.

What are you most excited about? What are you most nervous about? If you have canvassed before, what did you think was the most valuable part? Having face to face conversations with voters at their door is really fun. You get to hear directly about voters' motivations, and persuade them to come out and support Labour's candidates. We know that it can also be outside of your comfort zone. Share something you are excited about and something you are nervous about with the group.

Example: I am excited to hear what voters are concerned about locally, and connecting their concerns to Labour's values. I am nervous about talking to folks about Trident since I don't know much about it.

Activity #2: Policies and Values

When you get to your doorstep kickoff, the organisers will run through a briefing of the local candidate, two local issues, a national issue, and some difficult questions. But you can get started now! Brainstorm 3-5 issues that might come up at the doorstep. What are some ways that your group could respond? Switch issues after you come up with 2-3 talking points.

Remember, we are each other's experts. We are here to learn from each other. Work together to come up with the most persuasive points.

2. Discussion: How do all of the issues that you talked about relate to Labour's values and our vision for the UK?

Activity #3: Have a conversation

An effective doorstep conversation has three parts.

First, introduce yourself to the voter. Be friendly, smile, and let the voter know who you are.

Second, ID the voter. Ask the voter who they are supporting in the upcoming election. This is important because we do not have the time or the resources to convince every voter to support Labour's candidates. Luckily, we don't have to! If the voter is strongly supporting the Tories, then politely end the conversation and move on to the next door.

But if the voter is undecided, a Lib Dem, or not strongly committed to any party, ask them what issues are most important to them and share Labour's values and policies. Remember, if you aren't familiar with a particular policy, be honest and share why you are a Labour activist.

Have each person in the car roleplay a conversation on the doorstep. Give feedback. What really worked in that conversation? What could be stronger? We get better through practice and working together.

Activity #4: Wrap-Up

The ice is already broken, close up the conversation by asking participants to share one thing they got out of the activities. Do you feel better versed in a particular policy point? Do you feel more confident knocking on doors?

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