
DOORSTEP CONVERSATION SCRIPT

1. Introduction - Hi, may I speak with ___?
My name is __ and I'm a volunteer with
the Labour Party here in _____. How are
you?

Do you know which way you'll be voting in
this election?

- 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. You can have a quick talk about how excited you are about Labour's campaign, and suggest ways they can be involved (eg. refer them to mycampaignmap or organise.peoplesmomentum.com)
- If someone is a strong Tory supporter, thank them for their time and move on.
- If they are undecided, continue to the response cycle.

Response cycle

2. Ask "What local issues do you care about?", "what do you see as the biggest national issue?"

3. Acknowledge - "Lots of people seem to think that" "I understand," "I can sympathise with that concern"

4. Isolate - "What issue matters to you the most nationally or locally?" "Do you mind me asking... do you have children?"

5. Address key issue - "Did you know that?"

6. Ask - "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 elections coming up?" or "will you come to this local event?"

7. Following through - if, after your ask, the voter is still undecided or needs more information, cycle again.