



## Recruitment of Members

The continual building of the Labour Party requires the sustained recruitment of new members, as well as an integrated approach that links recruitment with other key party activities. These proposals set out a series of ideas about how the party can improve its recruitment of members.

- Any recruitment strategy must begin from an understanding of the role that leadership election campaigns have played in the bolstering of member recruitment in recent years, and must include a deep commitment to maintaining and deepening procedures which allow leadership elections to be used by the party as opportunities to engage with people who are not currently party members. This requires commitment to the maintenance of the category of registered supporters, which has already created a pathway to full membership to large numbers of people, as well as late freeze dates which allow people join the party as full members and vote in leadership elections late into leadership campaigns (for example, approximately two thirds of the way through). These rules should be incorporated into the rulebook and amendable at Conference.
- Recruitment must not be considered an end in and of itself but must be part of a broader process of providing practical solidarity with working class, Black, Asian, and Minority Ethnic communities, as well as women, disabled and LGBT people, and developing projects of political education to empower the people Labour seeks to represent. Recruitment strategies by CLPs must be fully integrated with community organising efforts, and the recently formed Community Organising Unit should have a key role in working with CLPs to develop these strategies.
- BAME Labour, Disability Labour, and LGBT Labour must have input into the Labour Party's recruitment strategy, and must be given the administrative support to do so, in order to ensure that future expansions of party membership are fully representative of British society.
- Membership Officers should be supported to develop comprehensive strategies to engage new party members, based on best-practice examples from particular CLPs. Strategies should involve efforts to use surveys, phonebanking, and doorstep canvassing to engage new members and to develop activities likely to enthuse new people, as well as the assigning of buddies and mentors for new members where feasible and appropriate. Other ideas to be explored include the assigning of badges to members of the Executive to improve transparency, meet and greet sessions, clear introductions of speakers, and significantly improved disability access (please see Momentum's proposal to reform Disability Labour and increase representation of disabled members).

- New members should be welcomed and given full access to the information, skills, and support required to take on as comprehensive a role in party life as is reasonably possible. The existing welcome packs sent out to new members should be followed up with standardised emailed versions with more detail on party institutions, including simplified explanations of the CLP structure (with simplified versions of standing orders if relevant), the rules and conventions of branch meetings, policymaking, the rule book and Party Conference.
- Welcome packs should include information about Membersnet, which itself should be renovated and converted it into an interactive hub for members to get access to key training videos and resources, to the rulebook and relevant procedures and standing orders, as well as a knowledge bank with key facts and statistics regarding Labour's policy.
- The party should explore the extent to which existing membership fees are a barrier to membership, and consider targeted membership fees which allow for reductions in the fees of people on lower incomes, paid for by members on higher incomes, as well as the possibility of reducing the costs to CLPs of sending delegates to national and regional conferences.