

DOORSTEP CONVERSATIONS SCRIPT

Listen > Change > Win

INTRODUCE YOURSELF

Hello, I am [Name] campaigning with the Labour team to meet residents and pick up local issues.

CONVERSATION STARTER -time to listen

"Are there any issues you are concerned about that the Labour team could help with?"

Note any casework or input it to newhamlabour.org.uk/casework

CORE QUESTIONS - collecting information to win elections

"Which party would you vote for if there were a General Election tomorrow?"

Select party logo in Doorstep or report back

"On a scale of 1-10 how likely are you to consider voting Labour?"

With 1 being there is no chance you would support Labour and 10 being you would be absolutely certain to support Labour

CAMPAIGN ASK - Postal Votes

"Would you consider getting a Postal Vote? It makes it easier to vote and helps Labour to win."

Only ask this question to Labour supporters. Pass a blank Postal Vote form to the resident.

CAMPAIGN ASK - time to show what Labour is offering

"Your Labour team is working hard to tackle the Conservative Cost of Living Crisis. You can find out more or get in touch with the team using this leaflet."

THANK YOU! We may use your answers to help us campaign better. If you're interested, you can find out about how we might use your data from the privacy page on the Labour Party website.

DOs

DO say something positive to open the conversation such as 'It's lovely to meet you' or 'We're really keen to hear your views'

DO ask openly - 'Which party do you plan on voting for?'

DO smile and make eye contact

DO listen

DONT's

DON'T begin with something negative such as 'I'm sorry to bother you' or 'I hope I'm not disturbing you'

DON'T ask 'Are you voting Labour?' / 'Will you be voting Labour?'

DON'T record your estimate of the 1-10 score, only record the number given by a voter

DON'T shame voters or get into an argument

DON'T Smoke while you're out campaigning