

Deputy Chairman

Political & Campaigning

This document is to be used in conjunction with regularly supplied advice and templates through the CCHQ Compliance and Organisation Departments. It should also be seen in the context of our document “Defining an Association” that reminds us of the aims and objectives of a successful Association.

Introduction

The Deputy Chairman – Political & Campaigning (DCPC) has responsibility for co-ordinating within the Constituency Association the formulation and development of policy ideas and initiatives, and political campaigning. The DCPC must also ensure that details of campaigning and political activity during the year, including details of Local Government Candidates and the results of elections are regularly passed onto the Area Management Executive.

The main role of the Deputy Chairman Political & Campaigning (DCPC) that is vital to the success of the Association is to fight and win elections. Every Association needs to have a clear campaigning plan, which should be known and understood by the Executive Council of the Association and it is the duty of the Deputy Chairman to ensure that this happens.

The DCPC should work closely with the Deputy Chairman Finance & Membership as both Association campaigning and fundraising are interlinked.

The areas of responsibilities listed below are the core roles that every DCPC must fulfill.

RESPONSIBILITIES (Main)

- ✔ Co-ordinate all the campaigning activities of the Association.
- ✔ Instigate a programme of surveying and canvassing throughout the constituency.
- ✔ Work with the Conservative Council Group to implement a campaigning strategy for local elections and by-elections.
- ✔ Brief and train members and volunteers in preparation for local and national elections.
- ✔ Target the Associations resources to make the maximum political impact.
- ✔ Encourage the regular production and distribution of Conservative newsletters.
- ✔ Put in place campaigns on local issues throughout the constituency.
- ✔ Selection of of Local Government Candidates.

Co-ordinate all the campaigning activities of the Association

Campaigning should take place throughout the year and should not be confined to election campaigns.

The DCPC should implement as part of the Association's Strategy Plan a programme of campaigning activities throughout the year. These should address the areas of greatest weakness but must be targeted to those areas of greatest political importance. It is important that an action plan is produced for all elections and that campaigning activities are co-ordinated to fit into this plan. The plan should also look into recruiting activists and potential council candidates from the membership and the wider supporter base.

The Strategy Plan should also incorporate the following:

- **Delivery network:** The DCPC should know how many deliverers the Association has. These should be assigned to specific routes and a constant record kept of where any gaps may be. It should be known how long it would take to get a leaflet out to each

household or to a key target area and how many more activists will be recruited to fill unassigned delivery routes.

- **Poster Sites:** An up to date list of poster sites for use in election campaigns should be maintained and a plan should be in place to find more sites along key road networks, housing estates, etc.
- **18 year olds and new voters:** The Association should be introducing the Party to first time and new voters. This can be in the form of sending 18th Birthday Cards or building links with local schools and 6th form centres.
- **Website, Facebook and MailChimp:** A digital campaign strategy should also be in place to get the most from the Association website, Facebook Page boosts and using the email database to send out e-bulletins using tools such as MailChimp.

If you require any assistance in putting together your programme of campaign activities please contact your local Field Campaigner.

Instigate a programme of surveying and canvassing throughout the constituency

To be able to target effectively it is essential that the Association has a comprehensive and accurate record of electors' voting intentions.

The DCPC should instigate a written programme throughout the year of knock and drop survey & telephone canvassing as well as regular direct mail and delivered surveys. A 'pledge' target should be set for each branch/ward and for the Association as a whole.

Please see the example and formula below to work out your pledge targets.

Pledge Target Formula:

Electorate multiplied by Turnout, divided by 2; then add 1; then divide by 60 and multiply by 100.

Example Pledge Target step-by-step formula for use in example ward:

*Electorate 4,817 on a 36% turnout = 1,734 to vote.
(Electorate multiplied by Turnout)*

This will mean that your candidate needs 867 plus 1 to win. (Divide by 2 then add 1)

However even with a reasonable GOTV organisation you should plan on a 60% turnout of your pledged support.

Divide the winning target of 868 by 60 and multiply by 100 = 1,447 (divide by 60 multiply by 100).

1,447 pledges required to win based on 60% GOTV of pledges.

Work with the Conservative Council Group to implement a campaigning strategy for local elections and by-elections

If the Party is to be an effective campaigning organisation it is important that all parts of the Party work together. The DCPC should work with the Conservative Group in putting together the manifesto for the local elections; agree the target seats and the strategy for the local elections. The DCPC should consult widely with the other

officers and members to ensure that the strategy is realistic and achievable. Once agreed it is the responsibility of the DCPC to communicate and explain this strategy to the members of the Association and the prospective council candidates and to ensure that it is delivered on the ground.

Brief & train members and volunteers for local and national elections

One of the main reasons people do not volunteer to help is that they are not properly briefed and supported. The DCPC should ensure that regular training sessions are run on all areas of campaigning. They should also ensure that all volunteers are aware of:

- The importance of volunteering
- What you want them to do

- How what you are asking them to do fits into the campaign
- How it will contribute to the success of the campaign

Please contact your local Voluntary Party Manager if you require any assistance with briefing or training of your volunteers.

Target the Association's resources to make the maximum political impact

We all have limited resources at our disposal and it is vital that we target these resources to maximum effect. For the agreed strategy to work it is essential that a properly targeted campaign is delivered both in terms of the message and

targeting support. This will mean explaining the strategy & how the target seats have been decided to persuade those from non-target areas to give practical campaign support to the target seats.

Encourage the regular production and distribution of Conservative newsletters

Regular direct communication with electorate is vital. It should be remembered that at first most of your newsletters will not be read. To overcome this you must ensure that the newsletters not only

concentrate on very local issues but also that they are delivered on a regular basis and become a familiar sight. A minimum of three communications outside election time should be planned.

Put in place campaigns on local issues throughout the constituency

The local Conservative Party must be seen to be an active part of the community and in touch with the concerns of the electorate. Running local campaigns is a very effective way of doing

this. They improve your visibility and profile, allow you to communicate directly with the electorate on an issue that matters and collect names and addresses (petitions) for your marked register.

Select local government candidates

The DCPC should ensure that the Association maintains an approved List of local government candidates and have a selection process in place that is according to the rules supplied by CCHQ. All candidates (including sitting councillors) are required to submit forms for inclusion on the Approved List and a file of these should be maintained.

The DCPC must make sure that the selection procedure has correctly been followed and that the Association is routinely contesting all vacant seats at elections and by-elections.

RESPONSIBILITIES (Additional)

Below are some additional responsibilities that DCPC may decide to undertake:

-  Instigate regular contact with the local and regional media.
-  Set up policy discussion groups in the constituency.

-  Find and brief suitable volunteers to serve as Conservative representatives on School Governing bodies and local bodies panels.

Instigate regular contact with the local and regional media

Although the elected representatives will be the main contact with the media it is important for the DCFC to ensure that all parts of the local Association are making regular contact with the media and seek to maximise the coverage for the party.

overtly political. It also shows the Party as in touch with the local community and with issues that matter to real people.

For assistance with advice on contacting the local media please get in touch with your Regional Press Officer.

Not all the media coverage need be political and often it is easier to get a story published that is not

Set up policy discussion groups in the constituency

It is important that members of the Party are given the opportunity to discuss and develop ideas and policy within the Association. The Conservative Policy Forum sends regular briefs to constituencies to be debated, with the responses being returned to Central Office. The

DCPC should also instigate a variety of other political discussions throughout the Association, to encourage political involvement at all levels. Consider inviting an expert to give their informed view to help enliven the discussion at these events.

Find and brief suitable volunteers to serve as Conservative representatives on School Governing bodies and other local bodies panels

As well as the appointment of school governors there are also a number of other local authority appointments that require nominations from the Conservative Party. If there are no suitable nominees from the Party these posts either go

unfilled or are passed to our opponents. It is important that each Association has a list of people prepared to serve on these various bodies.