MAKING THE MOST OF YOUR MEMBERSHIP
Welcome to the Labour Party; it’s brilliant to have you on our team. The strength of our party is and always has been the hundreds of thousands of people across Britain, like you, who are standing up for Labour values.

As a member, you are now at the heart of our movement and part of our drive to build a fairer, more equal Britain. Whether you go on to help us shape policy, campaign at election time, or even stand as a candidate, you can help us work towards a better future for Britain.

Together, we’re part of something special - a powerful movement that makes a difference to people all across the United Kingdom. So, wherever your membership takes you, thank you for getting involved.

The Labour Party
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There are many ways to get on board. You can meet up with your local Labour Party at their next event, play your part in a local campaign by delivering leaflets, helping out on street stalls or knocking on doors; have your say on Labour policy at the next forum or even share Labour messages with your friends online. Whatever you choose, there’ll be something to suit you.
Labour’s strength is in our volunteers - our activists on the ground championing local people’s needs. Our members give up their free time to volunteer because they care deeply about our right to a fair future, where everyone - not just a few at the top - has the chance to get on.

They tell us that working together towards something that matters to people creates such a great atmosphere, that it’s not only rewarding but enjoyable too. Having a strong ground team is what makes our campaigns successful. It’s the conversations that we have on the doorstep: that really gets our message across.

Using your voice on the issues you care about is the most powerful thing we have in our fight for a better, fairer future. We need you to use it.
We know that you probably already talk over the issues you feel passionately about with your friends and family, so why not take the next step and have that conversation with the people in your community?

The backbone of the Labour Party’s strength as a force for change has always been our volunteers - members just like you. Ordinary people, armed with passion and enthusiasm have righted injustices, brought communities together and changed our society for the better.

If you’re interested in helping out we’d love to see you out there. Go to Labour.org.uk/volunteer to let us know when you can lend a hand and what you’re up for doing.

“Before I got involved with the Labour Party I had always thought about volunteering but would always end up talking myself out of it by worrying that I didn’t know anyone and that it wouldn’t be for me but I was completely wrong. The first time I volunteered I loved it - everyone was so friendly and I just remember thinking, ‘I wish I had done this earlier!’”

Emma, Redcar
2. “IF YOU’RE THINKING ABOUT GETTING INVOLVED, DO IT!”

“If you’re thinking about getting involved, do it! There’s always something for you to do and it all makes such a big difference to your area. You’ll also be surprised how rewarding it is.”

Paul, Plymouth

Paul’s Story

The best thing about being a party member would have to be the opportunities to meet people who share similar values and beliefs. When I first attended my local branch meeting, one of the councillors there invited me out to go campaigning. It was something I had never done before, so I was a bit unsure. But I haven’t looked back.

Since having children I can really identify with Labour’s commitment to childcare. Also, I remember when Labour brought in the minimum wage and helped so many people on low incomes. I knew I wanted to be part of this drive for fairness nationally, as well as campaigning on local issues.

Go to labour.org.uk/volunteer or call the number on your membership card to put some dates in your diary.
WHAT’S YOUR CAMPAIGN TALENT?

A team needs a mix of skills and talents. There’s a role for everyone – what’s yours?

Find your ‘campaign type’ using our very own Campaign Profiler

**Data-fiend**

You are the number-crunching wizard who loves to find the patterns in a database. Even if you’ve never turned your super-brain to polls and elections, when you do it’s love at first sight. Geek? Whatever - no party could campaign without you!

**Money-machine**

Nothing in life is free, and don’t you know it. While others might like to flash the cash, you like to raise it. You thrive on persuading people to give give give: raffles, dinners, online drives and prize draws. Without you, winning is impossible.

**Social supremo**

Your contacts book is formidable, as is your Twitter following. It’s not just who you know though, you’re always ready to organise a get-together and work out who can help with what. Strangers are just friends you haven’t met yet. That’s why you’re so in demand on campaigning days.

**Creative-commando**

A spare moment spent doodling is never wasted, and every picture tells a story. You might have a Pinterest site full of cool stuff, a wall covered in stylish holiday photos or a reputation for a punchy turn of phrase. The party would be lost without you, your slogans or your photos!

The party offers training to help you make the most of your campaign talents. Logon to members.labour.org.uk/training-academy for more details.
4. How to Help Out

1. **Support your local party** by delivering a few leaflets in your street or collecting petition signatures outside busy shopping centres. Go to Labour.org.uk/volunteer or call the number on your new membership card to put some dates in your diary.

2. **Speak to your friends, family and the people in your community** about important local and national issues. If every member gave ten friends a reason to vote Labour, we would reach millions of voters.

3. **Get a campaign going in your patch** using our range of tools and resources on offer. Download petitions, resources, briefings, graphics, logos and fonts at members.labour.org.uk/campaign-resources

   P.S. Don’t forget to share your campaign photos with us on Twitter and Facebook.

   Follow us on Twitter: @UKLabour
   Like us on Facebook: facebook.com/labourparty

4. **Sign our online petitions and share our graphics** at twitter.com/UKLabour and Facebook.com/labourparty

5. **Share policy ideas** online at yourbritain.org.uk

6. **Help us raise vital funds** and buy your campaign materials, stationery and gifts at the same time! Go to the Labour Party Campaign Shop at shop.labour.org.uk

Share your campaign photos on our Twitter and Facebook pages
5. YOUR LOCAL PARTY

Local party meetings are a great place for you to make friends and meet like-minded people. They also provide the opportunity for you to choose who your local candidates are and which policies your local party supports.

Most parties campaign on important local issues throughout the year, delivering leaflets, conducting surveys, holding street stalls and talking and listening to the people in their communities.

If you can spare some time to help out, you’ll make a huge difference to the success of your local party. You can contact them directly by phone or email - their contact details are on your membership card. Your constituency secretary will also have been given your details and should be in touch with you.
6. HAVE YOUR SAY AT ‘YOUR BRITAIN’

How do you feel about our party, our politics, and our country?

We want to hear your ideas on how we should tackle the challenges that face Britain today.

Your Britain is our online policy hub, and the home of our democratic and open policy development process.

At Your Britain you can share your ideas, respond to the policy papers your ideas create, and join the conversation with other members and the public.

Go to yourbritain.org.uk
Our most valuable asset is you - our members. Our campaigns are made many thousands of times stronger by you adding your voice.

You can play a crucial role in your local campaign, and build up skills and experiences that translate not only to help us win but also into wider personal development.

Our classroom-based and practical sessions cover all aspects of campaigning; from community organising to writing literature, to team building exercises, to getting selected as a candidate.

To find out more go to members.labour.org.uk/training.
8. COULD YOU BE A FUTURE CANDIDATE?

Some people like to say that politicians are all the same, but that couldn’t be further from the truth. We encourage people from all backgrounds and life experiences to consider joining our next generation of Labour politicians. This may be as a community leader, councillor or even as a candidate for Member of Parliament.

We provide people who may have very little political experience the training and confidence to run an effective selection campaign.

We know there are thousands of potential candidates out there who could be fantastic Labour representatives, so why not think about becoming one yourself?

For more information, please contact training@labour.org.uk
9. HOW YOUR MONEY IS SPENT

Thanks to the generosity of members like you, we’ve built the biggest and most active political movement in this country. And make no mistake, every penny of your membership fee makes a difference. Here’s how:

1 year’s membership fee
= enough leaflets to get our message out to 1,320 people

5 membership fees
= 376 letters posted to key voters in a year

10 membership fees
= 660 vital conversations held with voters in a single day

Unlike the Tories, we don’t rely on a small number of wealthy donors. We rely on funds from our dedicated members and your membership fee provides a vital boost to our campaigning efforts, both at election times and beyond. Without that money, we simply wouldn’t be able to run the Labour Party.

Give our campaigns an extra boot and help us reach our goal of a fairer, more equal Britain. Chip-in a bit extra at donate.labour.org.uk
Making the most of your membership
10. YOUNG LABOUR AND LABOUR STUDENTS

Are you under 27? Yes - then you’re automatically a member of Young Labour. Our Young Labour members campaign, fundraise, travel the world, go to Glastonbury together and sometimes just to the next town to discuss politics. If you’d like to find out more or be put in touch with other young members in your area, visit younglabour.org.uk

If you’re studying at college or university then why not join our Labour Students organisation? It is one of the biggest political student organisations in the country, with members at universities and colleges all around the UK. Being a member of Labour Students gives you the opportunity to spend time with other students from up and down the UK, meet high-profile politicians, debate current issues and generally get involved locally and nationally.

There’s no extra fee to join, so there’s nothing to stop you signing up at labourstudents.org.uk/join today!
Trade unions have been central to the Labour Party from the very start and the Labour Party encourages its members to join trade unions and vice versa.

There are also many other societies affiliated to the Labour Party that may be of interest to you, such as: the Fabian Society; Progress; The Cooperative Party; The Black, Asian and Ethnic Minority (BAME) society; or our Lesbian, Gay, Bisexual and Transgender (LGBT) campaign group; to name but a few.

Why not take a look at the full list of organisations that are affiliated to us at labour.org.uk/affiliates.

Joining a Trade Union or another affiliate society can be a powerful way of engaging with the wider Labour movement.
Labour has only been in government for four short periods of the 20th century. However our achievements have revolutionised the lives of the British people. The values we stand for today are those which have guided us throughout our existence:

- social justice
- strong community and strong values
- reward for hard work
- decency
- rights matched by responsibilities

Our history, from formation as a Parliamentary Pressure Group in 1900 to our first ever third term election victory in 2005, has been filled with achievements that have changed the face of Britain and the lives of British people. The creation of the National Health Service, the enshrining in law of equality of opportunity and the creation and maintenance of a welfare state were achieved by us during only 23 years of power during our first 100 years.

Proud to be Labour

There have been many achievements that we can be proud of. Here are just some of the fantastic achievements of the last Labour Government:

- The shortest waiting times since NHS records began
- Over a million children lifted out of relative poverty
- Over 42,000 more teachers and 212,000 more support staff
- First ever National Minimum Wage
- Cancelled up to 100 per cent of debt for the world’s poorest countries
- Paternity leave
- Created Sure Start
- Introduced Civil Partnerships
- Free local travel for over 60s
- The right to 24 days paid holiday for all full time workers.

And much, much more...
HOW THE LABOUR PARTY WORKS

The decision to join a political party is a very personal thing and your reason for joining will probably be quite unique.

But one thing that all our members have in common is that they are at the centre of Labour’s organisational structures and political activity.

Here you’ll see the different sections of the Labour Party who all work together through formal and informal networks for the Labour movement.

- **Your local Labour Branch**: Smaller local group representing council wards.
- **Local Government Committee**: Drives local council candidate selections and campaigning.
- **Labour Group of Councillors**: Your Labour representatives in local council and the communities.
- **Your Regional Labour Party office**: Working and supporting all of your local representatives. Work closely with national head office.
- **Your National Policy Forum and Conference**: At the heart of Labour’s policy making process, your reps on NPF and at Conference help steer our policy agenda.
- **Your Constituency Labour Party**: It organises all local Labour activities.
- **Your Labour MP or candidate**: Your local representative in Westminster Parliament.
- **Labour members and your community**: Work together to champion issues locally and nationally - and work with everyone here to get change made.
- **Your national Labour Party and Leadership**: Our leader, our national party and head office staff drive our message and support all local activities.

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GET IN TOUCH

Your views are important. Let us know what you think and get in touch.

General enquiries
Labour.org.uk/contact
0845 092 2299

Other ways to contact us:
If you have a membership question you would like to ask please email us at labourmembership@labour.org.uk

If you want to send us a letter our address is:
The Labour Party
Labour Central, Kings Manor
Newcastle upon Tyne NE1 6PA
ASK A FRIEND TO JOIN

The most common reason why someone joins the Labour Party is because someone they know asked them. Help us build a strong, vibrant movement today by asking a friend who votes Labour to join us at labour.org.uk/join

To join the Labour Party now, please telephone us on 0845 092 22 99 or complete this form.

name

email

date of birth

address

postcode
tel no.

Instruction to your bank or building society to pay by Direct Debit

The Labour Party, One Brewer’s Green, London SW1H 0RH

Tick the amount that applies to you.

☐ £1.25 (£15 per year) Local recruitment

☐ £1.96 (£23.50 per year) Unwaged/Pensioner

☐ £3.88 (£46.50 per year) Standard

☐ £ Other (min £1.25 per month)

Name and full postal address of your bank or building society branch:

Bank’s address

Postcode

Name(s) of acc. holders

Account number

Sort code

Instructions to your Bank or Building Society:
Please pay the Labour Party Direct Debits from the account detailed in this instruction subject to the safeguards assured by The Direct Debit Guarantee.

I understand that this instruction may remain with the Labour Party and if so, details will be passed electronically to my Bank/Building Society.

Signature

Date

Service User’s Number: 971410 Reference number (to be completed by The Labour Party)

For other payment options please call 0845 092 2299, or make cheques payable to The Labour Party and return to the freepost overleaf.
Freepost RSJK-BART-AYRZ, Labour Party Membership, Cramlington NE23 1BB
Can you spare a minute to answer five short questions?

We want to find out more about our members - take the time to listen to them, find out what they care about and what they believe in. This way we can help you make the most of your membership.

Name: ____________________________

Membership Number: ____________________________

1. What prompted you to join the Labour Party?
   a. Received email, call or letter from the Labour Party  
   b. Asked to join by someone you know  
   c. Spontaneous decision  
   d. Had been thinking about it for a while  
   e. A particular news story  

   Please specify ____________________________
   ____________________________

2. Tell us how you want to get involved? (tick as many as you like)
   a. Generally support the party  
   b. Shape our local and national policies  
   c. Get involved in local campaigns and elections  
   d. Train to become a politician (councillor, MP etc)  
   e. Meet like-minded people  
   f. Discuss party policy and current events  

   Please return this survey to: Freepost RSJK-BART-AYRZ, Labour Party Membership, Cramlington NE23 1BB

3. What do you think are the most important issues affecting our country today?
   a. Crime  
   b. Economy  
   c. Education and schools  
   d. Employment  
   e. Environment  
   f. Health  
   g. Immigration  
   h. Welfare and benefits  
   i. Cost of living  
   j. Other  

   Please specify ____________________________
   ____________________________

4. Would you consider getting involved with any of the following? (tick as many as you like)
   a. Speak to people over the phone  
   b. Speak to people face to face  
   c. Attend a Labour Party social event  
   d. Share a campaign online  
   e. Deliver leaflets  
   f. Make a donation  

5. How would you prefer to be contacted? (Please provide your preferred details)
   a. Email  
   b. By post  
   c. By phone