



## Campaign Launch Event Design

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*Your campaign team – possibly with allied groups – will hold a big launch party event to super-charge the local assembly process of holding meetings in the wards of the constituency to create a programme. Below is a template for all the big launch events.*

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### **Before the event starts:**

As people come into the room there are two long tables at the door.

Six hosting people welcome people into the room standing in front of the tables. They have a bit of a chat and ask people to put their details down on one of 4 laptops which are on the tables. People put onto an online form their name, email telephone number, street they live on, and postcode. (Option of box to tick: “Interested in supporting the campaign?”)

The host people offer tea, coffee and biscuits. Participants are then asked what part of the constituency they live in - which ward. If they are not sure the host can show them a map of the wards (need a copy of this for each host person). Then the person is taken to part of the room/hall when there are circles of chairs for people who live in that ward. There should be big, free standing signs with the name of the ward on, so people know where people from different wards are seated.

In each circle there are 6 chairs arranged in a circle. Extra chairs should be out in these circle arrangements, as people come into the event. The hosts are in charge of putting additional chairs into circles. People are facing each other so they can have a chat. The host asks everyone their names and says something like: “Okay, this is Joe from Harris street - did you say that? Yeah, so you can have a chat while we are waiting to start - thanks.”

If people come into the hall who do not live in the constituency they are asked: “Is there any area of the constituency you have a connection with.” If they say yes then they are taken to the circle(s) in that ward area of the hall. If they do not have a particular connection to a ward then they are randomly assigned to a ward and help in that ward going forward.

All this helps people feel like they are being welcomed into the space, which is very important to build commitment to support the campaign.

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## **Run of the event:**

The event starts 10 minutes after the official start time (e.g. 7.10pm if it starts at 7pm)

Two people (ideally not men) who are local to the constituency welcome everyone to the event and say something about themselves - where they live, why they want the candidate to win. (5 mins)

Another two people (4 people should do the speaking parts) share going through the run of the event. They make clear: "This event is all about listening to you and the people of \_\_\_\_\_. This campaign is being run by the people in the constituency. This is how we are going to win". People are invited to stay afterwards for a drink, etc - very welcome. Then one of them introduces the candidate - give them a clap... (5min)

The candidate speaks for 7-10 minutes.

Topics:

- background
- personal stories
- state of the country
- why standing
- in service to the people of \_\_\_\_\_
- wants this campaign to do these things differently as will be explained. (10 min)

One of the four speaker people organises the "small groups": everyone who comes into the hall is already in a small circle of chairs. They turn their chairs around to listen to the speakers and turn them back to be part of their small group. Note: this is not a straight rows of chairs event. The focus is upon each other in their small group.

**Everyone in their circles is asked to go round, one person speaking at a time, on the following:**

- their background
- their story on coming here tonight

- what needs to be done to sort our locality and the country out
- why they would support the candidate - (or not!! - joke!)

The questions are put on the big projector for people to see if that is possible.

People are told: “No big speeches please. This evening is about us listening to each other like we are going to listen to the people of this constituency, thanks.”

The facilitators for each ward sit in on one of the small group discussions. If there are not enough facilitators for each group that should be okay as the ask for each group is fairly straightforward.

This small group discussion lasts for 20 minutes to leave - enough time for everyone to have a good go round and chat. People are told when they have 2 minutes left by 6 hosts going round each table to tell people in their groups.

(20 mins)

When people come back together **1 feedback person from 6 of the groups** comes to the front and has two minutes to say what people were saying in their groups. These people are organised by the 6 hosts going round and selecting 6 random groups to select one person to speak: “Someone who does not usually do speaking - thanks.” (15 min)

Then two of the speakers people **explain the plan:**

**We are going to mobilise all of constituency by holding local assemblies in each ward** (“Big participatory get-togethers like this one tonight.”) We’ll then work down into neighbourhoods and streets. The candidate will listen to each assembly and find out what they want included in the programme, with the emphasis on being in service to the people of the constituency. (There will be a script for this). If people are listened to then it will be their campaign and they will come out to volunteer. (5 min)

While this is happening every person is given an A4 info sheet with a summary of the Assembly Mobilisation Plan and a map of all the wards in the constituency - around 9-11 of them so people can see which ward they live in.

#### **Ward break-out groups:**

People are then asked to discuss and sign up for action in their ward campaign.

Each circle is asked to combine with another circle to make around 10-12 people.

There should be enough facilitators to have one to every 10 or so people coming to the event.

Each facilitator makes sure that two of the circles form one single circle.

If there are three circles which only have a few people in (e.g. 2-4 people) then you can create a larger circle out of three groups.

If there is a single circle left then they join a group of two circles. The facilitators should be proactive in sorting this out. For example, say: "Okay, so if your circle can join this one here that would be great." The aim is that after a few minutes everyone is in a circle of chairs within between 8-12 people.

This is the list of what the facilitators then do (see doc on what to say here):

- Give out an A4 sheet to each person to fill in on how they can help - plus a pen if they need one.
- Go through again the purpose of the campaign - it's ethos of listening to and encouraging the participation of people in the constituency. (Repeat what has been said by the main speaker.)
- Explaining how the Assembly will work and why it is essential to have ordinary people from the surrounding ward neighbourhood come to the Assembly. This is not just about activists and organiser type people - it's for everyone.
- And so this is why we are doing stalls, door knocking, local social media, etc.
- Go through the A4 options (see below) and explain what they involve. And then ask people to fill in what they want to do. "This is all about actually getting on with it rather than talking about it."
- Then ask one person to start and say what they think about the campaign and what things they might like to do. Once they have spoken they are asked to fill out their form and pass it to the facilitator. Then suggest everyone speaks in turn going clockwise around the circle.

There are then two scenarios.

### **Assembly venue and time sorted before the launch event**

Ideally, a venue and date has been set for the first ward assemblies (about 3 weeks in advance of the day of the launch).

In this case:

Everyone is asked to volunteer on their A4 sheet for particular promotion sessions:

For example:

- Meet at the George Pub 7th Thursday 14th June at 7pm for 2 hours of door knocking.
- Meet at the Co-op on the High Street on 16th June at 11 am for 3 hours for a stall/voting board.

People tick in a box next to the session they can make, having filled out the name address tel no and email at the top of the sheet.

People should be asked to tick boxes for the following:

- One or more of 4 door knocking sessions
- One or more of 4 stall/voting board sessions
- One or more of 4 poster sessions (flyposting and/or asking people to put up posters in shops/centres etc)
- Help with social local social media eg local neighbourhood facebook groups
- Help with contacting local community organisations eg church groups, social groups, sports groups etc. They are asked to write down 2-3 groups they know or are part of.
- Bring 5 people they know to the ward constituency (ie talk to family, friends, work colleagues etc).
- Can you bring 1-2 people with you to do door knocking or a stall or anything else?
- Be part of the ward campaign team to organise the campaign in the ward.

**If an assemble venue has not been organised:**

This may be because it is a ward where there is a high migrant population and steps need to be taken to find local people who trust the purpose of the campaign so that they will organise the venue and date and then promote it to these networks/groups.

Note, however, that it is extremely beneficial to try and have the venue sorted for the launch as people can slot straight into promotional activities. If they are called afterwards they are a lot less likely to volunteer.

In the case of their being no venue then the questions are as follows:

- Do one or more door knocking sessions

- Do one or more stall/voting board sessions
- Do one or more poster sessions (flyposting and/or asking people to put up posters in shops/centres etc)
- Help with social local social media eg local neighbourhood facebook groups
- Help with contacting local community organisations eg church groups, social groups, sports groups etc. They are asked to write down 2-3 groups they know or are part of.
- Bring 5 people they know to the ward constituency (ie talk to family friends work colleagues etc).
- Can you bring 1-2 people with you to do door knocking or a stall or anything else
- Be part of the ward campaign team to organise the campaign in the ward.

(20 min)

Everyone comes back together

**A charismatic(!) person thanks everyone** and then asks: “Before we finish off with a word from Andrew we need to step up and make it happen.”

They ask for people to put their hands up if they will help with the campaign - “we need 400 people - we have xxx already.”

“Second, we need to raise £50,000 - we have xxxx already.”

While the person is speaking everyone is given an A5 sheet with a QR code by the hosts and the link is put up on the wall with an A1 sheet - very big writing or on the projector.

Everyone is told how it works and there is a 3-4 minute break while everyone gives money (suggest what you earn in an hour once a month). See full text on how to do this [here](#)

At the end of the 3-4 minutes everyone is told if they did not manage to do it then you can give your money on the 4 laptops by the door - on 2 tables so plenty of space with 2 people to help people give money on the way out. And there is also a bowl for people to give cash.

(10 mins)

**Final speech and thank you from the candidate-** big clap and cheers etc

(5 mins)

Close of the formal meeting - people stay for a drink and networking etc. (total time 1.5 hours)

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