



Constituency Campaigns: Organisational Design

Central Campaign Team

There will be a **Central Campaign Team** with overall control of the campaign, which includes the candidate, having 7-8 members (best number for collective decision making). There will be an agenda at each meeting and minutes taken of action points (jobs) people commit to.

It will:

- set the key priorities and frames of the campaign (to be written up)
 - have members specifically responsible for documentation, admin/legal matters, finance and fundraising all or which will become working groups once the campaign gets going
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Local campaigning group

There is a working group for this, initially run by JSO and XR people and related networks - around 8 people meeting weekly.

This group is responsible for the following:

→ **Organising regular all constituency events** on and off line, following the model of the first launch meeting.

Provisionally, there will be a face to face all constituency event once every two weeks, with the candidate present, and an online 1 hour Zoom once a week.

At these events people will be directed to work in the ward campaign teams - according to where they live. If they live outside the constituency then they are assigned to a ward team and work in that locality. Outside people will be distributed broadly equally between the ward campaigns.

→ **Organising the ward based assemblies**

This will involve:

- Regular weekly briefing/training sessions on the standard assembly design (Anyone holding an assembly will need to go to this session.)

- Facilitation training to bring on keen local people to do this role to complement/replace ISO/XR people so increase diversity. (Everyone doing break out facilitation in the assemblies should go on this training.)
- Organising local voting boards, leafleting, door knocking, and poster sessions. *(to be written up)*
- Getting on local social media (local FB groups) and local media (e.g. newspapers/radio) *(document to be written up)*

There will be regular all ward assemblies, ideally every two weeks. And at the same time, people will doorknock their streets to invite people to house or pub meetups (see campaigning plan).

The group will be also be responsible for:

- Sectional assemblies - i.e. ones that bring together a social group rather than people in a particular geographical area. For instance, muslims/mosques, trade union branches, sports clubs. Andrew will go and see members of a group for a chat and then suggest they have an Assembly, which the local campaign team will then organise.
- Artist mobilisation - we will look at cultural figures, groups and venues to promote the campaign (e.g. shout outs/short speeches at gigs - with pathway to on and offline Assemblies) - a working group will be set up to do this.
- Listening to and involving marginalised groups - this will require a more nuanced approach, asking interested people from that group to be trained and then they hold Assemblies for these groups, which initially have no direct connection to the campaign - in that group's language if appropriate. And then this leads to a campaign Assembly design afterwards. Designs need to work out for this vital part of the campaign, which may require a separate working group to work on this.
- Youth mobilisation - designs need to be worked out for this: e.g. talking to young people in public spaces (e.g. parks, bus stops) and inviting them to Youth Assemblies, working with young spaces, and via cultural online spaces e.g. artists. A separate Youth Working Group will work in this area, which is run by young people.

Website/central outreach, social media, and mainstream media group(s)

This group will enact the priorities and frames of the central campaign team (see above).

It will have the following responsibilities:

- To maintain, develop and update the website.
- To have a weekly Zoom link on the front page of the website for people to “get involved” and a sign up form below it (name, email tel and post codes) so people don't have to click anything.
- To have a tel no for enquiries on the website.

- To have a **Central Recruitment Working Group** to ring people within an hour of them signing up and to direct people to their ward door knocking event (i.e. people go straight into action!) and to person the phone number line. There is a rota for this latter job.
- To email text and phone people on the database to ask them to come to events and training, etc.
- To do local social media ads (e.g. Facebook). To run the social media - keys controlled by trusted members of the central campaign team - following the directions of the central campaign group. All content will have a Zoom link to the weekly Zoom call - the key purpose of the socials is recruitment people into the campaign.
- To run media operations - links to journalists etc - closely working with Andrew.


These can be separated into 3 groups once things get on - i.e. central recruitment/website, social media, and mainstream media.

Tech and data group

This group designs spreadsheets for all sign ups and people coming to Assemblies - making sure this system is done professionally (using a data programme). It makes sure all the tech is sorted out and working.

All people joining local campaign teams go to an induction within 2 weeks of joining up and are given an agreement document detailing the basics of team work and how they can be asked to leave.

See doc

 A- Induction details and agreement text