

# ASSEMBLE

## House Meet-Up Design

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A general principle is that people are more likely to commit to things when they are in a group where they can see other people doing the same. The point of a house meet up then is for people to meet together at a place very near where they live - ideally along their road or an adjacent street - within say 5 minutes walk. Secondly it is someone's house so the association will be like a friend's social type thing. Going to someone's house feels informal and not a big deal unlike going to a public meeting or event. A lot of people have never been to public events - it's not what they do - but if they are invited to someone's house along their street they will not definitely do it but they are more likely to.

If this is done across the constituency then it is a way in which literally thousands of people can be encouraged to get involved in the campaign and vote for the candidate.

As with designing an Assemble campaign there is a core list of things to do - that make sure it is likely to be successful. At the same time people can put into practice their own ideas as well. And if these work they should be encouraged to share these ideas with the ward campaign team and they should be shared across the constituency and to the national teams to share nationally. By doing this we get lots of experimentation and continually improve how to do these meetups.

House meetups are also a nice friendly way of campaigning - lots of people like meeting people along their street - it's a chance to get to know people and build the community connections we all know are crucial in these times when people are more and more isolated from each other. So this activity is not just a little add on - it is at the heart of the campaign and the broader aim of creating a mass social movement for after the election.

So what's the plan? Below is an initial way to organise a house meet up. These events should be an option for people as soon as the first ward assembly has taken place. People should be introduced to the idea during the assembly - there would be a sheet to give to interested people . If people have already done a house meet up they should be encouraged to speak to people who are interested so they can learn how to do them and get some good tips.

## Publicity for the House meetup

You can choose a combination of the following

- Just speak to neighbours or local friends/family and ask them round to your house
- Write a personal unbranded letter on an A4 sheet which is personally signed by yourself inviting people around to your house on a set time and day and put it through all the doors on your street. People are much more likely to read something which is clearly personal and from someone along their street. If you get confident with this you can do the several roads around where you live so people - within 5-10 minutes walk. (see template letter)
- You knock on the doors of people 2-3 day after you put the letter through and go “Hi I’m Joe (your name) from 39 Harris Street (your street and number) - sorry to disturb you - I was just checking I put a letter through your door a day or two ago, I don’t know if you saw it? (usually they will need to check - give them a new one if they can’t find it). So I was just checking .. I don’t know if you know but people around here are coming together to have a chat about the upcoming national election and what they want for this area - and the country - there’s a lot of feeling the conventional politicians are not doing a good job and what we need is a community candidate to support what local people think about things... - So where are you at with all this? (have a bit of a chat about this - where they are at - are they enthusiastic about the candidates etc - support their point of view) Then say “Well look I am inviting people along our street to come round for a bit of a chat and meet each other on Tuesday night at 7.30 - it would be great if you can pop round and I can tell you about xxxx - the community independent guy and have a cup of tea - and a bite to eat - that sort of thing, you’d be very welcome” If they are keen then ask them to bring one or two people they know - like family or speak to people they know along the street. Always ask people to bring a friend to events!

Ideally you want between 5 and 10 people to come around - depending what you are comfortable with and how big your living room is. A rough estimate is you need to speak to 5 people for one of them to come around. They are much more likely of course to come if they already know you. Start your first house, meet up with people you already know - family friends and neighbours and then on the second one start going along your street.

### Doing the Meet Up.

Of course you can try different things depending on what you are comfortable with and your cultural background. But it is a basic plan:

- Put some chairs around your sofa - so that people will be sit broadly in a circle

- Offer people tea coffee juice or a beer - what you want on this and maybe some biscuits/snacks/cake.
- People can informally chat for the first 15 minutes - make sure people are introduced to each other - you are the host.
- Start with thanking everyone for coming and then have a go round - each person speaks in turn - who they are, where they live, how long they have lived in the area - maybe a good and bad thing about the area.
- Then suggest people watch a short video - it will probably be on you tube (see your constituency campaign team for this). The video should be about 10 minutes not too long, and have a short introduction about this being a bottom up campaign (the candidate is following issues and policies raised by people in the local assemblies) - then a message from the candidate - a few stories from their life - about them being in service to the community - and the challenges the country faces etc, followed by around 3-4 short testimonies of people from diverse backgrounds from the constituency saying where they live and why they will vote for the candidate.
- Then there is another go round and each person says what they feel about the video and any thoughts on what a community candidate should stand for. These are written down by the host who says the ideas will be passed onto the candidate.
- Then people are offered some leaflets about the next local assembly - “to see what people want xxxx to stand for” and if they are keen a poster about it to put in their window (ideally a small and big one for them to choose from). Closer to the election they can put up a poster supporting the candidate.
- People can be asked if they are registered to vote - if not they can register there and then and ask for a postal vote - they should be able to fill in a form online.
- If people are keen in the weeks before the election they can be asked to sign a pledge card to vote for the candidate.
- The best thing would be if they would agree to hold a house meet up themselves for their family friends and neighbours - or work with you to co host another meet up.
- Lastly again if people are keen they can offer a small regular donation - the link can be passed around on a laptop, or they can access the donation page on their phone, with a QR code (offer a sheet with this QR code).
- Thank everyone for coming. Afterwards, speak to keen people one to one people to come out doorknocking with you and/or to co host a joint meet up in one of your houses.

## **After the Meet up**

Make a note of all the people who have a postal vote and let the ward assembly team have this data so you or one of the team can call on them before the election to check they are going to

vote for our candidate. Give them the data of all the people who said they would vote for our candidate or signed the pledge card.

So check you have postal vote forms - or a link on your laptop, leaflets and posters, and the donation QR sheet.

Feel free to experiment with this format - you can have more to eat or make it a larger event if you want - or even meet down the local pub if you prefer. And remember if something works well tell the ward campaign team so they can learn from you. At the same time remember to do all the “pathways” to action - ie the things people can do after the meeting ... and the donation!

Thanks.