



Overview on how to set up your Independent Candidate Campaign

Welcome onboard!

People in hundreds of constituencies have decided they have had enough of the mainstream parties and are putting up independents in the general election.

Assemble is a national organisation set up to support and fund people who want to get going on the practicalities. There are, of course, many ways to organise a campaign. What we offer is the details of how to be effective - where to put the biscuits on the table - because we all know it's the details that count. We have helped set up some of the biggest movements and campaigns in the UK and around the Western world on climate and other issues. So we know our stuff.

This document gives you an overview of how it works. To find out more about the general plan of Assemble click [here](#). Once you have read this document then you can go to a long briefing online session and read a longer doc, which details the different stages of development, including links to all the other documents you need to get you on your way.

How it Works

Short online briefing

Things often start with just a few people going to an online briefing (Zoom) for their constituency or town/city. Or they may go to one of the Assembly regular weekly national online briefings. (details here)

Face to face open meeting and setting up campaign team

Then they talk to Assemble people about having an offline open meeting in their constituency, publicised to anyone or groups interested in putting up an independent candidate - this will ideally need to have fifty or so people coming to it.

If this meeting decides to go for it, then a campaign team is set up of around 6-8 people who will run the campaign in the constituency. It is important that these initial people agree to step

down if needs be to make way for people from a diversity of backgrounds as the campaign takes off, so that members of the various communities in a constituency can participate in running the campaign.

Detailed online briefing for the campaign team

All these campaign team people are required to go to a detailed online briefing to find out all the details of running a successful campaign. The campaign will be assigned an Assemble support person who works in their region to help put the Assemble plan into action. There will also be regular contacts with other independent campaigns, so people can learn from each other around the country.

Induction session for the Campaign team

This session goes through how to create an open and welcoming culture for the campaign.

Only by doing this will they be able to recruit people from the many backgrounds needed to get 1,000s of votes.

This is all about reaching out and listening to people. This means that people will be asked to step down by the national team if they show abusive or discriminatory behaviour.

Okay, with all the essential training in place it's time to get started:

The Big Launch Party

You create a team to organise this event and another to publicise it via leaflets, posters, social media and of course contacting every community group or club in the constituency.

Everyone is welcome to come along. At the launch you have short speeches, time for people to discuss in small groups. Then you split people into around 10 groups, based upon which ward they live in.

A first ward assemble date and venue will already have been organised and so people can sign up to do stalls, door knocking, etc. A campaign team is created for each ward - again with people being in service to the campaign and willing to step down as more people get involved.

Ward Assemblies

This is where the thing really gets going!

Each assembly starts with people committing to listening to each other. They discuss in small groups the problems with the area/country and then what issues or policies they want to see adopted by their community's independent candidate. Five key issues or policies are decided by each assembly. And if there is no agreed candidate then people are invited to nominate people they know.

The Big Hustings/Programme Party

Another party!

Everyone in the constituency is invited to a husting event where all the possible community candidates speak, and one is selected (everyone votes) to stand as the candidate.

All the ideas on issues and policies from the Ward Assemblies are discussed, and the most popular ones are selected via small group discussions for the candidate to promote.

Door Knocking!

Then the race is on!

Each of the approximately 10 wards has an Assembly every 2-4 weeks with the aim of having at least four before the end of September.

At each Assembly people will be asked to put their hands up to support the campaign and each Ward Campaign Team will aim to recruit 10 people from each Assembly to knock on the doors along their street or neighbourhood - making 40 volunteers per ward and 400 door knockers for the whole constituency.

To be in the ballpark of getting 1,000s of votes and even winning the seat you need 400 people to doorknock twice a week for 5 weeks in the run up to election day.

House meetups

When people knock on the doors of their street they invite people round for a cup of tea for a meet up. People talk about why they support the candidate and people are asked to talk to their neighbours and put up posters in their windows/gardens. This way, we can reach tens of thousands of people to vote for our person - who is "not them".

So that, in a nutshell, is how to get into the ballpark of winning the seat.

The secret is that if people are able to decide what their community candidate will talk about and promote they are 10 times more likely to go door knocking. And it's talking to 1,000s of people on the doorstep that gets you the votes.

Okay, [here is the full detailed document](#).