

# Labour Connects

## User Guide



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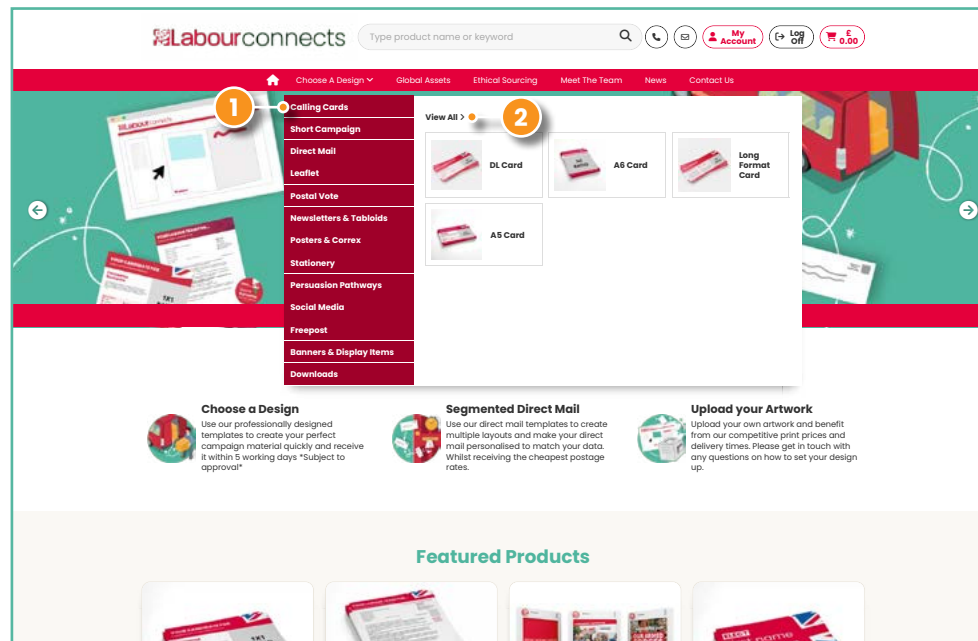
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# 01 Creating and ordering your design

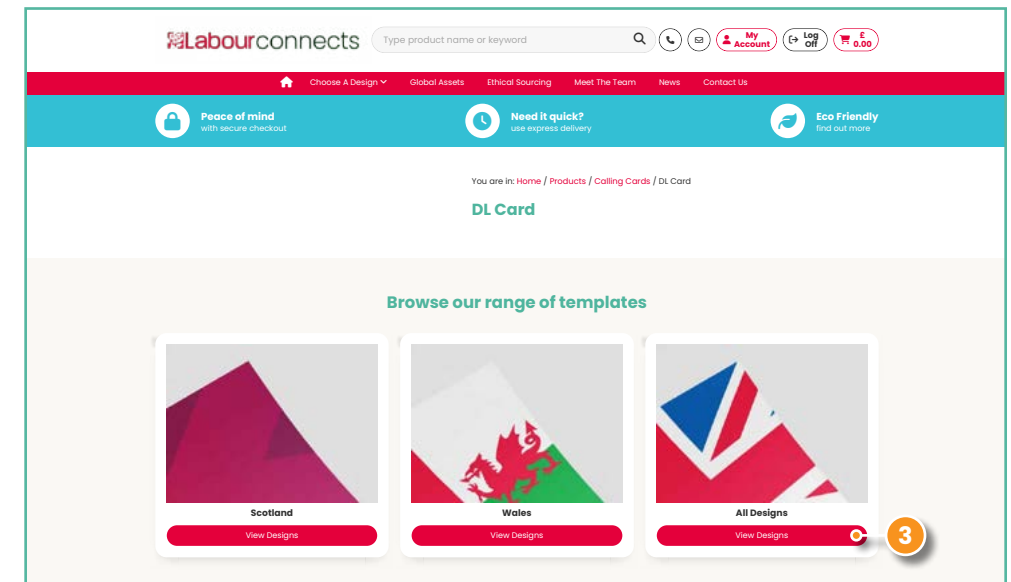
## Choosing a design

To get started on Connects you'll need to go to [connects.labour.org.uk](https://connects.labour.org.uk) and sign in using your Labour Hub login.

First you'll need to choose a design. To do this, click Choose A Design and choose which item you would like to create from the dropdown menu.



For this example we'll choose a Calling Card (1). Once you click on the item in the dropdown menu it should open a set of options in the white box on the right. If you want to see this a bit bigger click View All (2).



There are specific templates for Scotland and Wales, as well as the standard branding. If you want to take a look, click View Designs (3). Once you choose which template you would like to use click Create.



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# 01 Creating and ordering your design

## Choosing a design (continued)

You will then be asked to choose the printing options for the template. This is asking whether you would like to have the items printed and delivered through Connects, or whether you would just like to download a print-ready PDF, for example if you were using a local printer.

If you would like the items printed through Connects, choose the quantity in the dropdown menu. The format, material and turnaround are usually fixed, so can't be changed.

Whether you are printing through Connects or downloading a PDF, you will need to complete the imprint (1). This is the box underneath Promoted by, make sure you type the correct imprint as this will appear on your printed item (see p28).

To start adding your content click Edit This Design (2). You will then see a version of the image below, showing your chosen template ready to be edited.

The screenshot shows the Labour Connects website interface. At the top, there is a search bar and navigation links. Below the search bar, there are three numbered steps: 1. Choose a design, 2. Choose your options, and 3. Edit your design. The main content area displays a 'DL Calling Card' template. On the left, there is a preview image of the calling card. On the right, there is a form for choosing printing options. The form includes fields for Format, Material (250gsm-Silk), Turnaround (Standard), and Quantity (250), with a price of £11.64. Below the form, there is a section for 'Choose your method to set up your template:' with options for 'Artwork Only' and 'Promoted by:'. The 'Promoted by:' field contains the text 'XXXX on behalf of XXXXXXXXX both at XXXXXX.' and is marked with a red circle and the number 1. The 'Artwork Only' button is marked with a red circle and the number 2.

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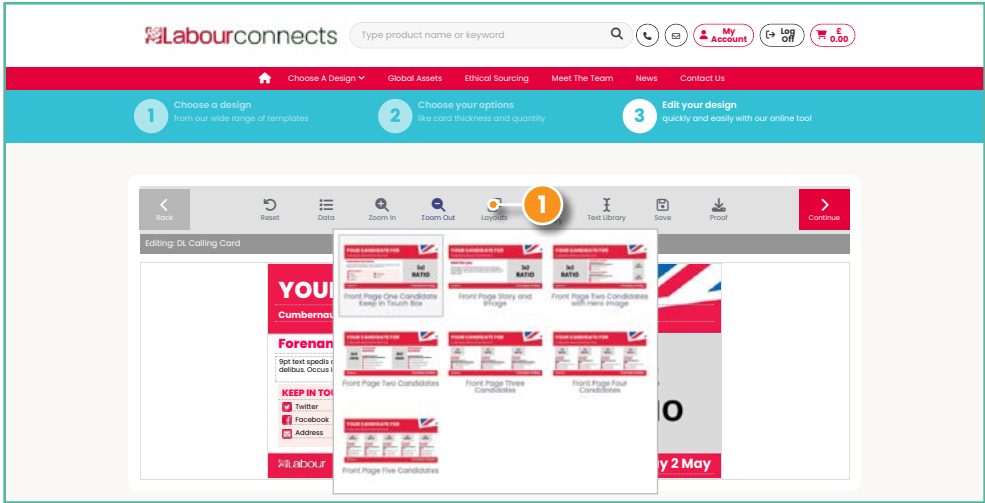
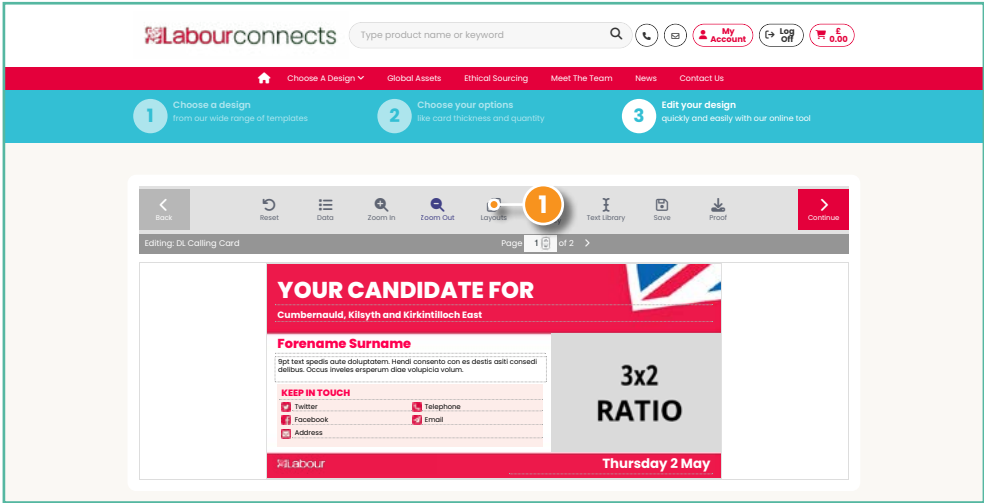
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## Editing a design



You can choose different layouts for each page. To do this hover over the layout icon (1) and you will see this. Choose the layout you want.

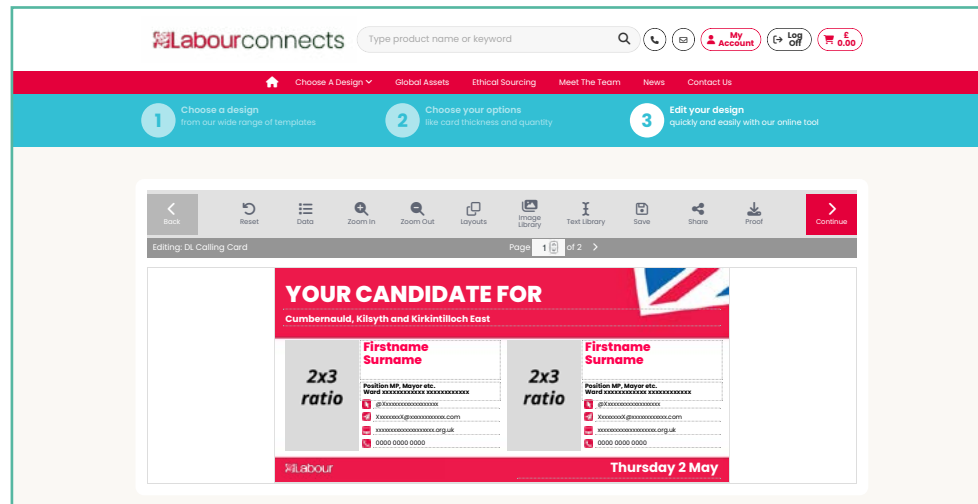


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## Editing a design (continued)

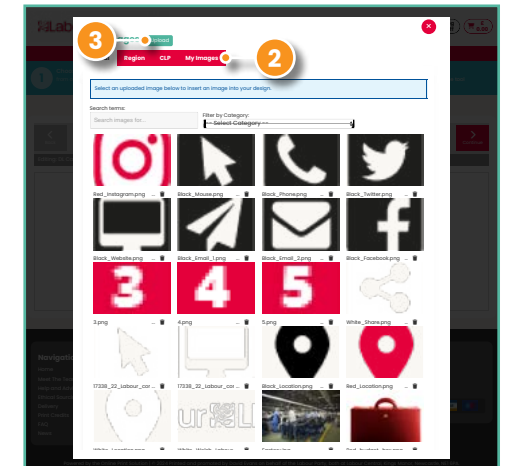
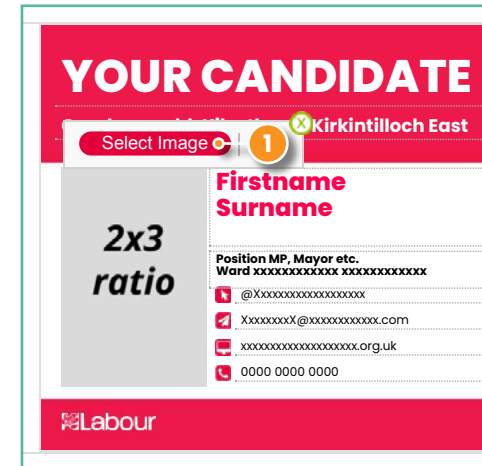
Once you've clicked on your new layout the template will refresh.



To edit text, click on the text you want to edit, and you will be able to type in the box. A small grey box will also open, allowing you to change things like the font, colour, or alignment of the highlighted text.

Text is usually formatted to be the right font, colour, and alignment. However, it may need resizing depending on how much text you put in the box.

To change an image, click the grey box with the image ratio on. When you click a small pop up should open. Click the Select Image box (1).



This will open a new box. To upload your own images, click My Images (2), then click the green Upload button (3). Then click Browse and select files and you will be prompted to choose the images you want to upload from your computer.



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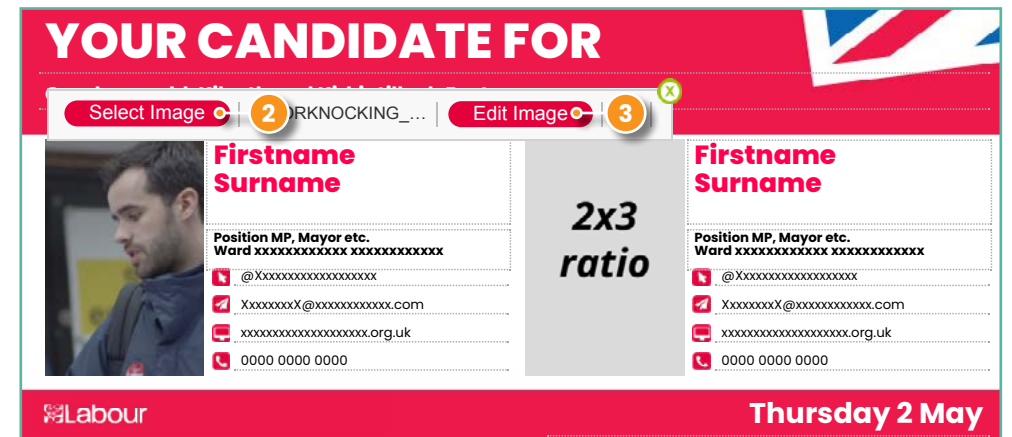
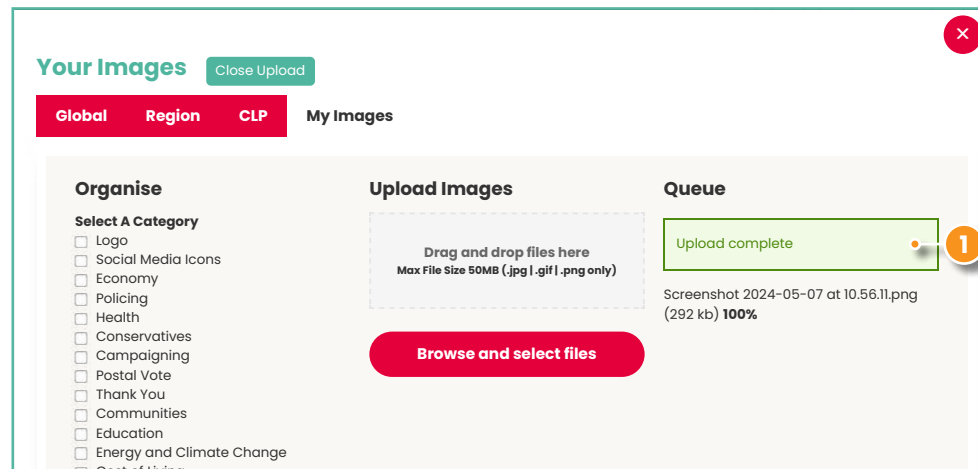
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## Editing a design (continued)

The image you upload doesn't have to already be in that ratio as you can edit it afterwards, but it can be helpful. Once you see the green Upload complete box appear (1) you can use that image.

The image will auto-fit, however you can edit it to correct the orientation and to zoom in or out. To do this click on the image and then click the red Edit Image button (3), or to replace it with a different image click Select Image (2).



All images you have uploaded to your Connects account will be stored here so you don't have to upload the same images multiple times. Choose the image you would like to use, and it should appear in place of the grey ratio box. **All images should be at least 300 dpi** (see p27).



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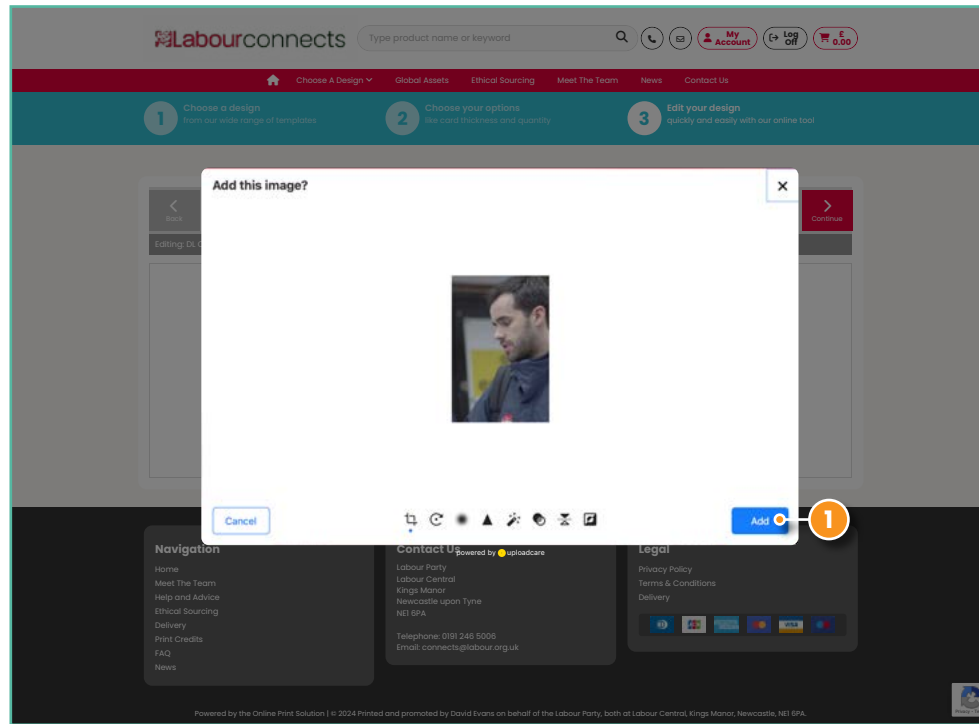
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# 01 Creating and ordering your design

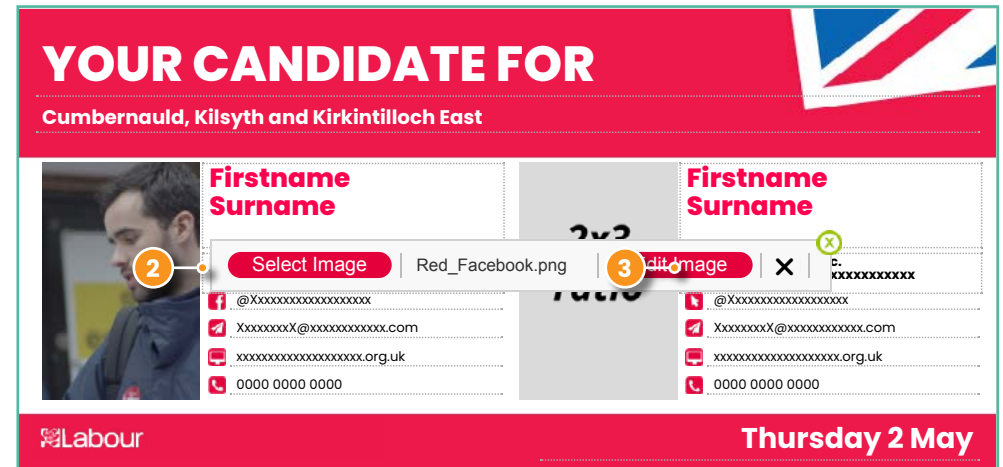
## Editing a design (continued)

To edit, highlight over the tool icons and choose the one you want. This is an opportunity to crop your image it in order to create a more suitable layout. Once you are happy with your edits click the blue Add button (1).



To edit the icons, click on one and then click Select Image, the same as changing a photograph. The box this opens has all the contact icons available in red, white and black.

In the example below, the first icon (2) has been changed to match the ways the candidate is happy for people to get in touch. As you can see, different candidates can choose different contact details (3).



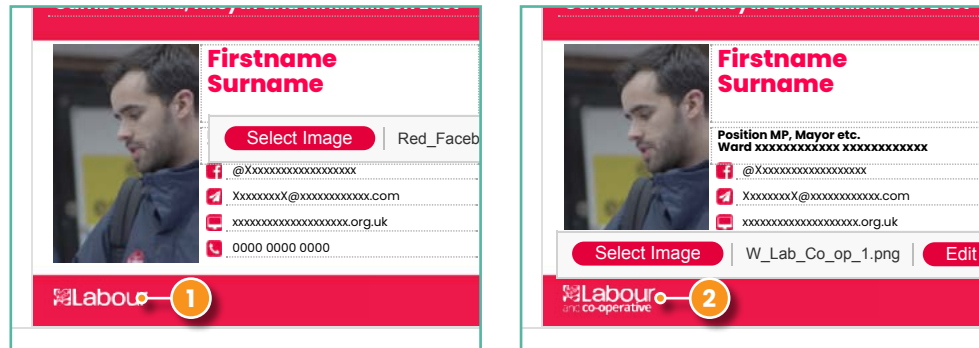


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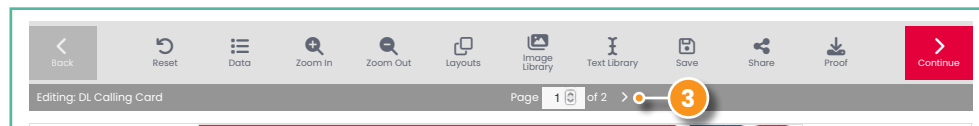
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## Editing a design (continued)

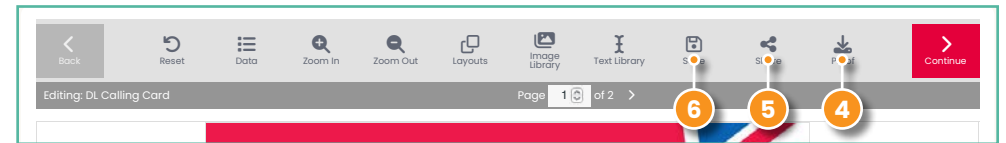
To change the logo, for example if the candidate is standing as a Labour and Co-operative candidate, you select the logo in the bottom left corner of the template (1). This will then open a box where you can choose the correct logo (2).



Once you are happy with the first page of the template you can click the arrow (3) to move to page two, where you can again choose from a range of layouts.

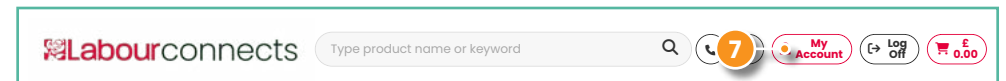


Once you are happy with the layout, text, and images on all your pages you can preview your design by clicking the eye Proof icon (4).



You can then thoroughly check the item. **We strongly recommend you get at least one other person to proofread your design.**

To share your artwork, click on the Share icon (5). You can then paste this into an email or messaging app to share the design.



Remember you can save your design at any time by clicking on the Save icon (6). To return to the design go to My Account (7) and click Template Drafts to view all drafts you have been working on.



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## Checkout

You will then be taken to a new page where you can complete the imprint section and tick to confirm you are happy to proceed with your order. Then click the red Continue arrow icon again.

To print the item through Connects check the quantity and click Add to Basket (1) underneath. This will then take you to your basket. Check the quantity is correct and under Options the material and turnaround will be included.

To download a print-ready PDF enter the Printed by section of the imprint and click Add to Basket (2) underneath.

This will take you to your basket. If ordering a PDF you can ignore the quantity, but it will say Download Only under Options. There is no charge for downloading PDF templates.

Type your CLP or ward – whichever if the relevant choice for the item you are ordering. This ensures the item will be checked by staff in your region or nation.

**While we work to make sure templates meet legal requirements, we strongly recommend you check for typos and grammar.**

The screenshot shows the Labour Connects website interface. At the top, there's a search bar and navigation links. Below that, a progress bar indicates three steps: 1. Choose a design, 2. Choose your options, and 3. Edit your design. The main content area is titled 'Pricing for: DL Calling Card'. It has two columns. The left column, 'Choose Printing Options', lists: Format (DL), Material (250gsm Silk), Turnaround (Standard), Quantity (250), and Price (£11.64). At the bottom of this column is an 'Add to Basket' button with a '1' icon. The right column, 'Download Only', contains instructions: 'To download your design click on the button below. From there you will be able to preview your design and download it.' Below this is a 'Printed by:' field with a placeholder '\*Printer Name\* at \*Address\*'. At the bottom of this column is an 'Add to Basket' button with a '2' icon.



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## Checkout (continued)

Labourconnects

Type product name or keyword

Choose A Design Global Assets Ethical Sourcing Meet The Team News Contact Us

You are in: Home / Shopping Basket

### Shopping Basket

Order Progress: Cart Billing Payment Complete

The contents of your shopping baskets are listed below.

Qty	Product	Options	Campaign Reference	Artwork	Totals
250	Design: DL Calling Card	Material: 250gsm Silk Turnaround: Standard	Enter Campaign Name	View Proof Edit	£ 11.84
					Sub-total £ 11.84
					VAT £ 0.00
					Total £ 11.84

Do you have a promotion code? Enter code here Update Cart

Who are you ordering for today? Please select either a CLP or a ward

CLP Type CLP Name Ward Type Ward Name

Proceed to checkout 1

To proceed with the items in your basket click Proceed to checkout (1). Next you will be asked to confirm or edit your billing and delivery details click Add Delivery Address (2).

The delivery details are very important, as that person's contact details will be used on the day of delivery if there are any issues, so include clear delivery instructions.

Labourconnects

Type product name or keyword

Choose A Design Global Assets Ethical Sourcing Meet The Team News Contact Us

You are in: Home / Billing Details

Order Progress: Cart Billing Payment Complete

### Billing Details

Name: Billing Address: Labour Central, Kings Manor, Newcastle upon Tyne, Tyne and wear, NE1 6PA

Email: N/A

Telephone: N/A

Region: North

Delivery Options

Delivery Address

Delivery address is the same as the Billing address

Select a previous delivery address

Type contact name, company name or first line of address

Add Delivery Address 2

Please select your preferred payment option:

Pay via Secure Payment Pay via Personal Budget Pay via Ward Budget

Once the form is completed you can scroll down and select your payment method. You can pay for your item three different ways: by card, your personal credits on Connects, or by using shared account credits on Connects. Once you have selected your payment option click Continue. You will then be prompted to pay.

If you have ordered a PDF, this item will be reviewed by your nation or region and once approved you will receive a link to download via email. If you have ordered items to be delivered, this item will be reviewed, then sent to the printer, then delivered to the specified address.



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# 02 Adding money to your Connects account

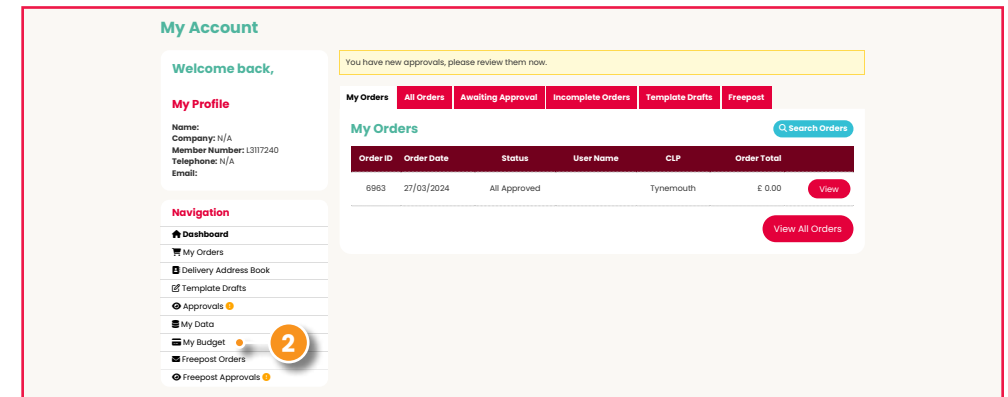
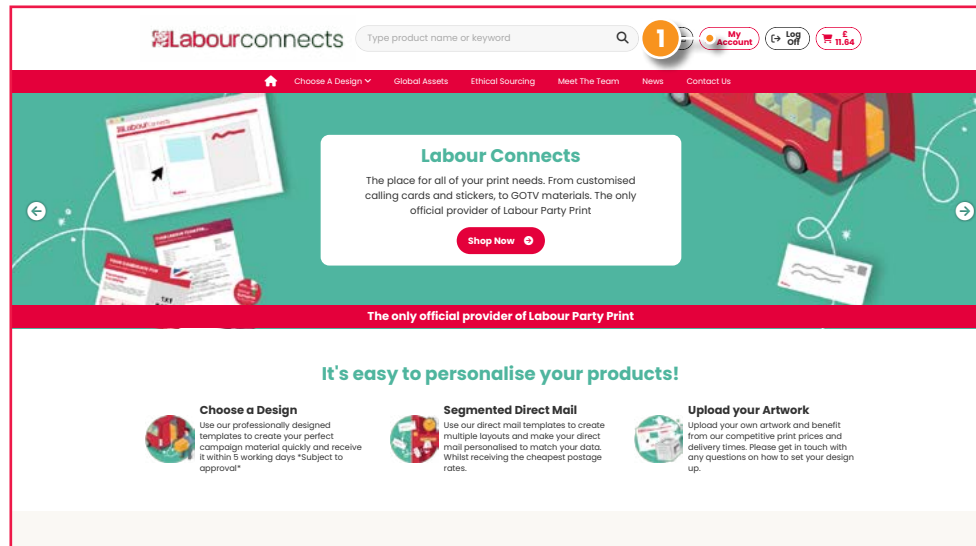
## Adding money to your Connects Account

You may want to add credit to your Connects account. This can be useful when up against deadlines and avoids issues with slow postage of a cheque or last-minute bank card verification issues.

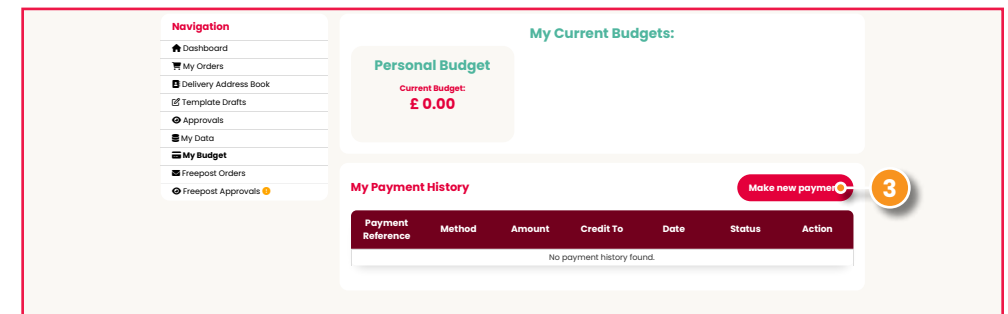
Another reason you may wish to add credits, is that they can be placed in a shared pot, which helps for tracking election spend and means that if someone is unavailable at a key moment, the money remains accessible.

To add credit, go to **My Account (1)**.

Then go to **My Budget (2)**.



Then click **Make new payment (3)**.



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## 02 Adding money to your Connects account

### Adding money to your Connects Account (continued)

You will then be prompted to add funds to your budget. You can pay by card, cheque, or BACS. An example is filled in below. Once you have completed the form click Next.

If you opt to pay by BACS, you will see this:

If you opt to pay by card, you will then see this and be taken through the secure online payment process:

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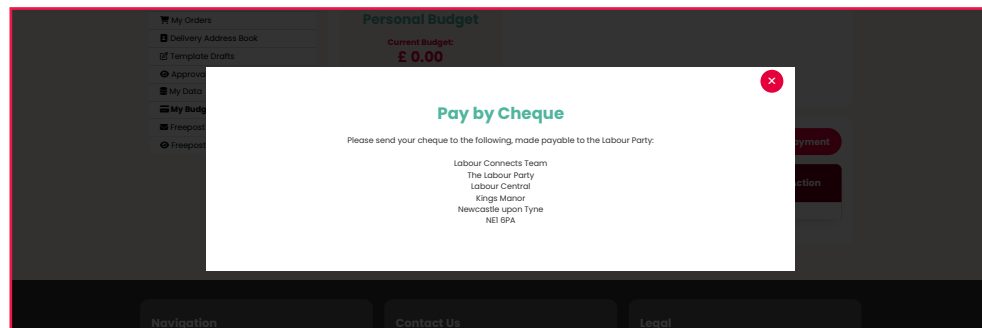
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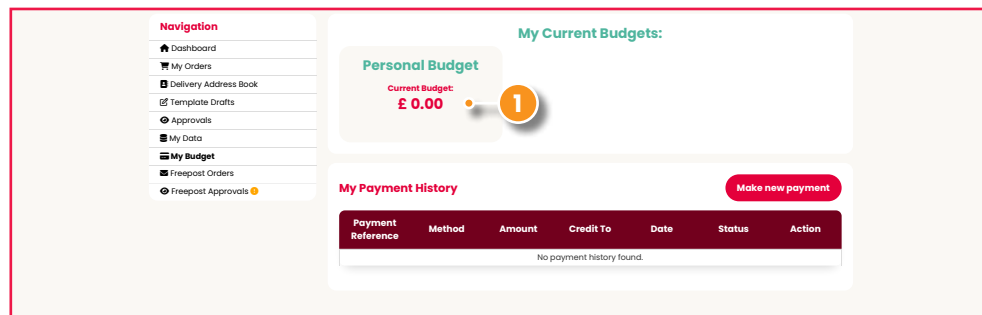
# 02 Adding money to your Connects account

## Adding money to your Connects Account (continued)

If you opt to pay by cheque, you will see this:



Once we have received your payment, we will allocate the credits to your account. You can then see them in your Personal Budget (1).



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## 03 Adding money to your CLP Budget

### Adding money to your CLP Budget

This process is almost the same as adding funds to your own budget. The only difference is when you reach this screen. Instead of adding credit to your Personal Budget, change this to add funds to your CLP budget (1). Once you start typing your constituency name, you should be able to select it (2).

Once you've completed this form you can click Next and proceed in the same way you would if adding credit to your Personal Budget.



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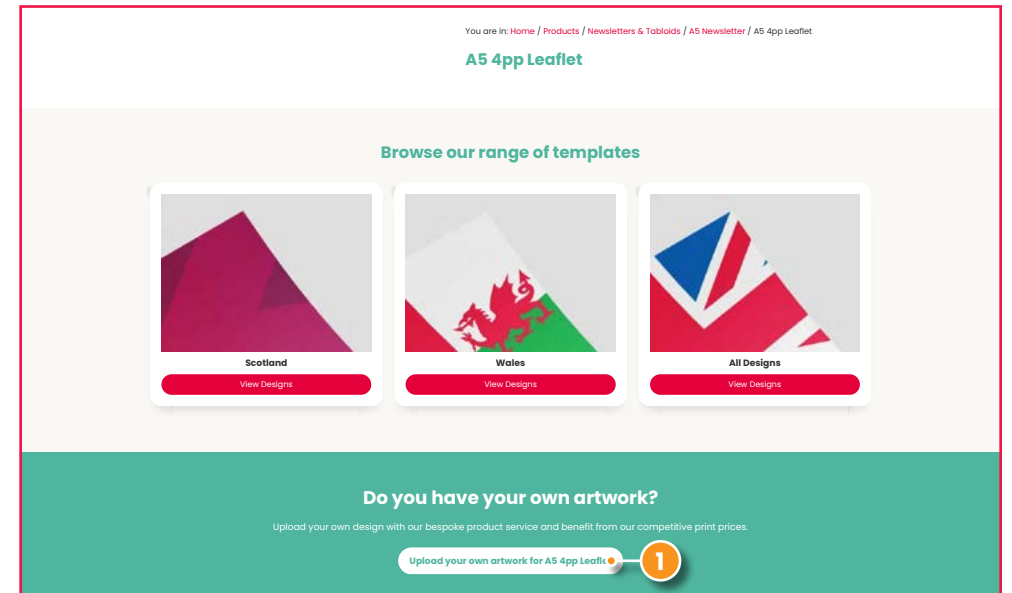
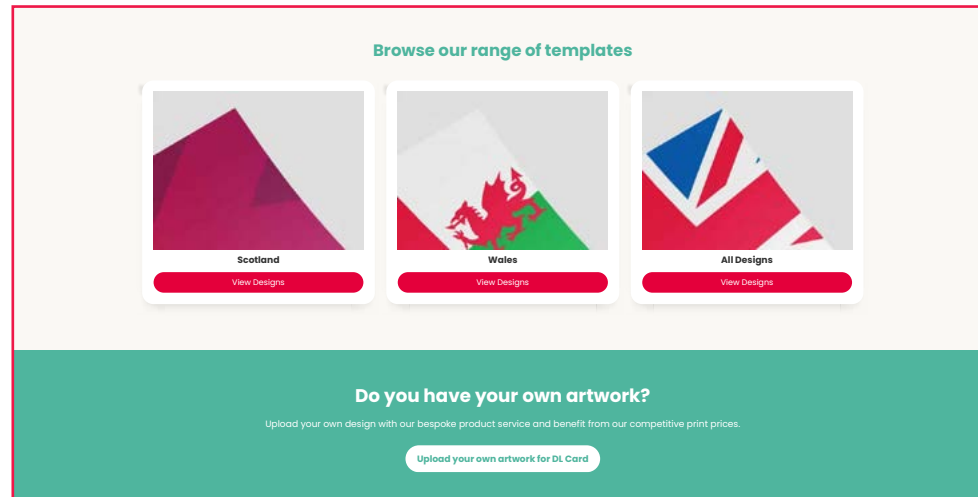
## 04 Your artwork printed by us

### Your artwork printed by us

Through Connects you can also upload your own artwork and still use our sign off and printing service.

To do this, go to the template page with the right paper size, pages, and fold for the item you want to order and scroll down to the bottom of the page.

For example you may want an A5 4-page newsletter. So find the correct template and scroll down the page. Then click Upload your own artwork for [template name] (1).





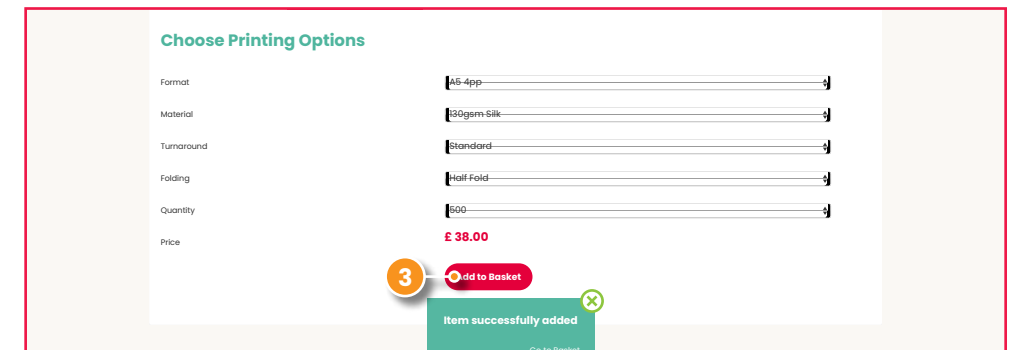
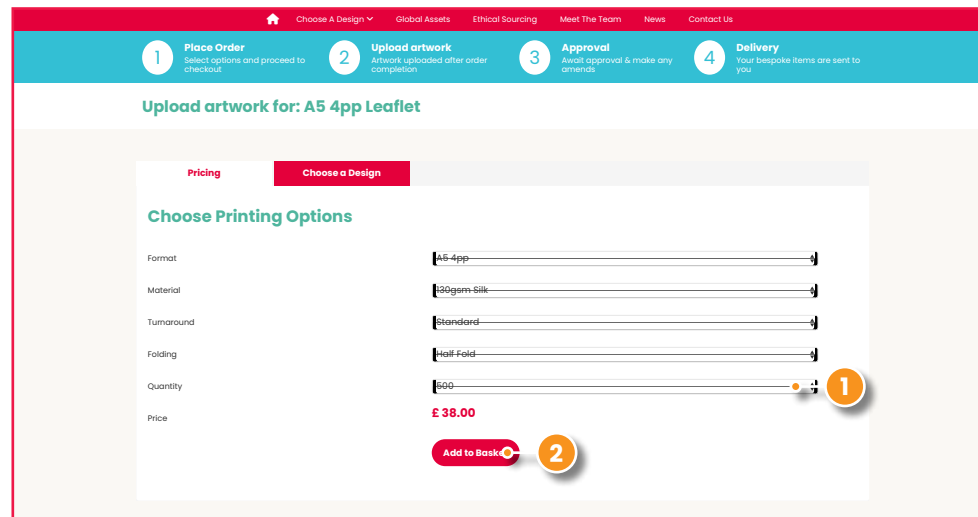
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## Your artwork printed by us (Continued)

You can then check you're happy with the format of the artwork you're ordering and change the quantity (1). Then click Add to Basket (2). This will then take you to your basket where you can upload your design. If you click Choose a Design you will be shown the current designs on Connects.

This will bring up a pop-up box and you can click Go to Basket (3). You can also find your shopping basket in the top right corner of the page on Connects with a shopping trolley icon.



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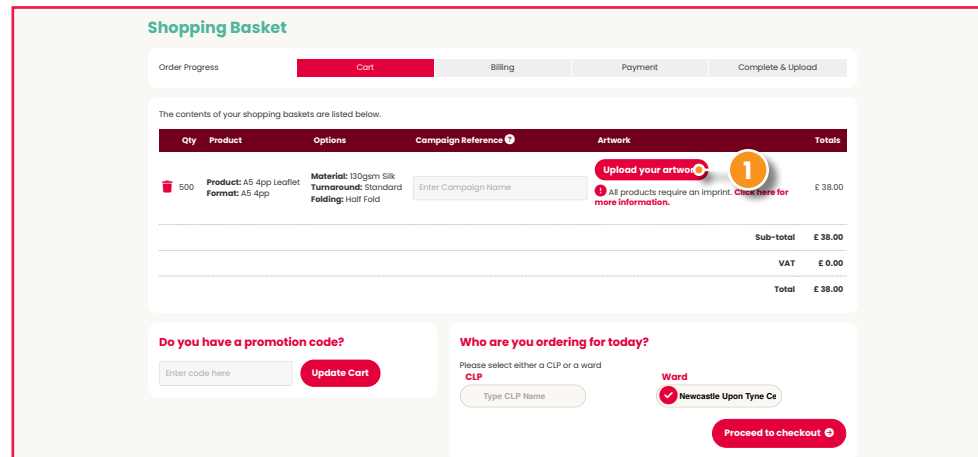


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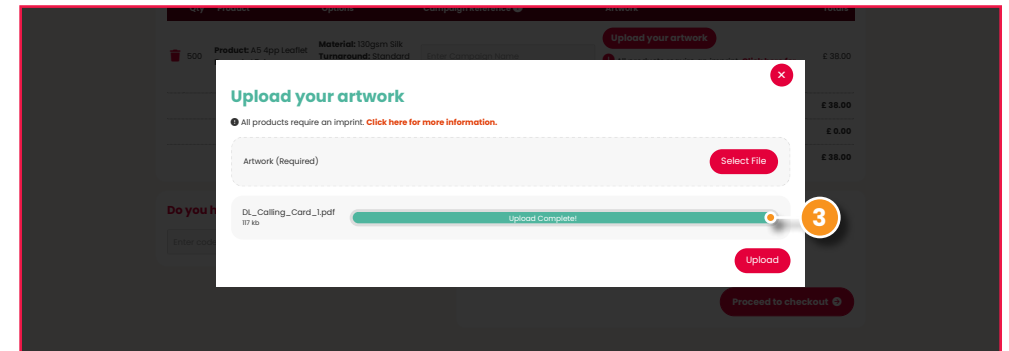
## Your artwork printed by us (Continued)

In your shopping basket you can then click Upload your artwork (1).

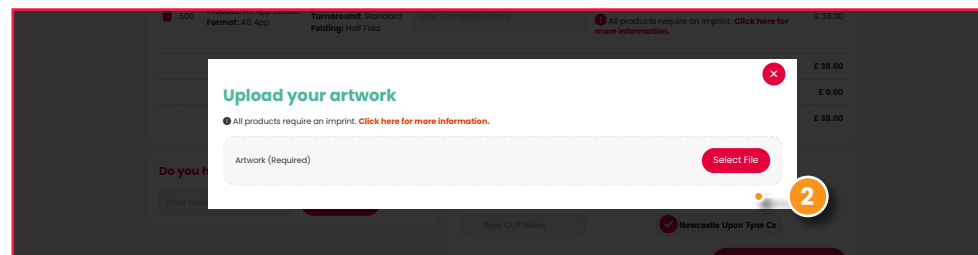


You need to include an imprint on your artwork. The printer and their address for your bespoke item will be visible if you click “Click here for more information”. We use different printers for different amounts of items to keep costs down, so the imprint in this section will change depending on the template and the amount of print you are ordering.

Once it is ready it will show the upload is complete as below (3).



This will then open a pop up. Click Select File (2) to upload your artwork.



**Remember your artwork should include bleed and crop marks for the printers.**

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# 05 Direct Mail segmentation

## Selecting your data

Connects can assist you with segmenting your letters. You might want to have two or more versions of a letter. Perhaps one targeting people who have told you they're voting Labour and another for people who've told you they're undecided how they'll be voting at the next election.

It could also be that you want to talk about a local issue for one ward, but it won't be relevant for the wider area. This is when it's useful to segment your message, so the right thing goes to the right person.

### Select your data

The first thing to do is select your data. In this example data we have a column called Selection identifier.

For our example, we want to send different messages to different groups: the people who have indicated they're going to vote Labour, and the people who are possible Labour voters but haven't indicated as such. We've called these groups Promise and Persuade.

CAMPAIGN_ID	WARD	POLLING_DIST	PROPERTY_ADD	PROPERTY_ADD	PROPERTY_ADD	PROPERTY_ADD	PROPERTY_ADD	PROPERTY_ADD	PROPERTY_ADD	PROPERTY_ADD	COUNTY	POST_CODE	HOUSE_IDENT	STREET	SUB_STREET
1290167	1 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	101 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	1	test road		
1290167	2 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	102 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	2	test road		
1290167	3 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	103 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	3	test road		
1290167	4 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	104 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	4	test road		
1290167	5 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	105 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	5	test road		
1290167	6 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	106 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	6	test road		
1290167	7 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	107 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	7	test road		
1290167	8 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	108 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	8	test road		
1290167	9 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	109 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	9	test road		
1290167	10 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	110 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	10	test road		
1290167	11 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	111 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	11	test road		
1290167	12 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	112 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	12	test road		
1290167	13 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	113 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	13	test road		
1290167	14 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	114 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	14	test road		
1290167	15 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	115 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	15	test road		
1290167	16 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	116 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	16	test road		
1290167	17 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	117 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	17	test road		
1290167	18 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	118 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	18	test road		
1290167	19 NEWCASTLE	NEWCASTLE_BENWELL & T.405801	801	119 test road	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NEWCASTLE UPON TYNE	NET 6PA	19	test road		

At this stage it's important to ensure that you don't have anyone included in the data you don't want to receive a letter. If there is an empty cell in the column you will be using to decide who gets which letter, they will automatically get the default option.



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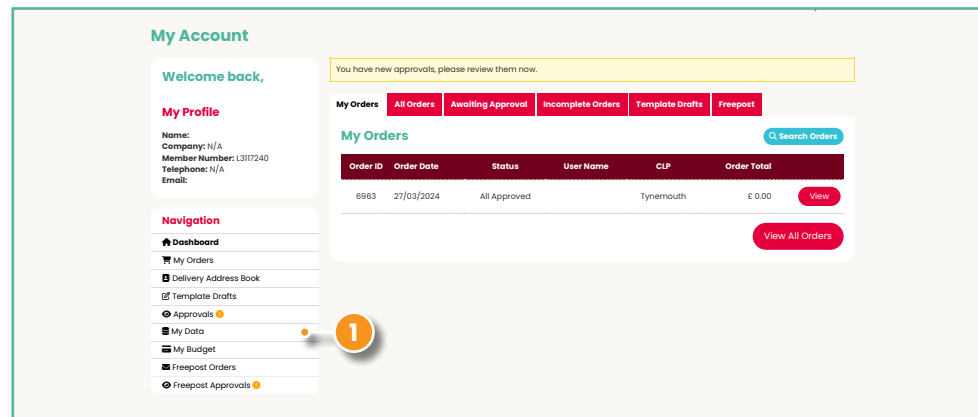
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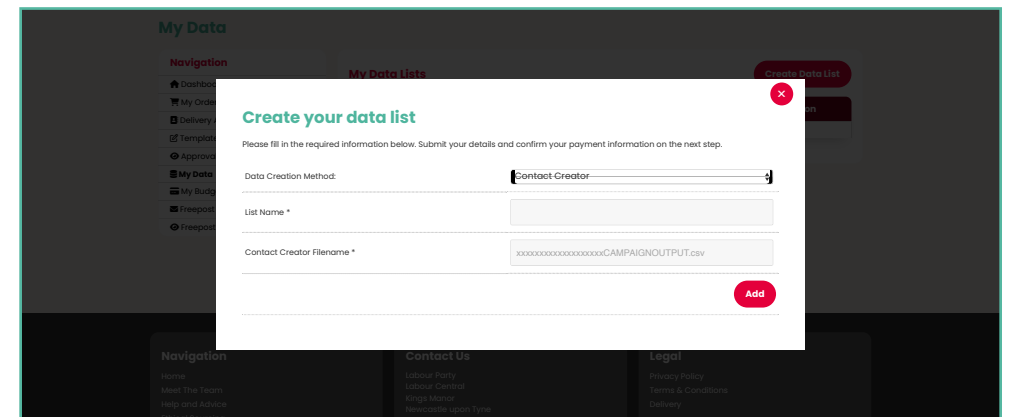
## Uploading your Data

The second stage is to upload your data. To do this go to My Account. Then click on My Data (1). For this example, we'll be using a CSV file already downloaded from Contact Creator.

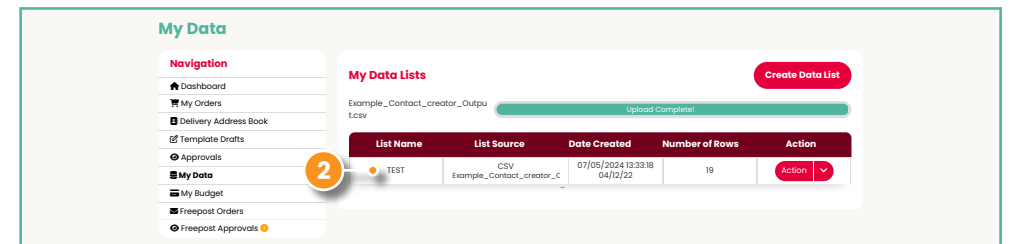
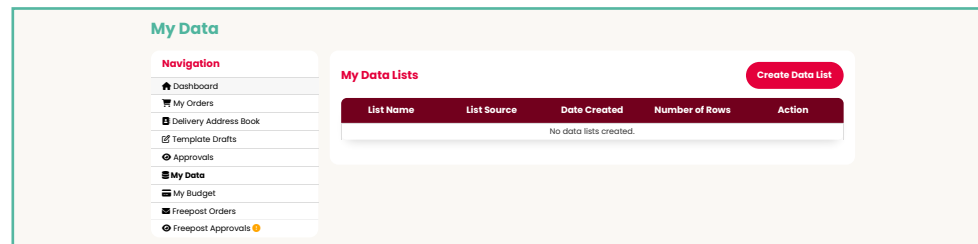
This will bring up a pop up prompting you to enter your Data Creation method and the name you would like Connects to record this data as. Then you can select your CSV file and click Upload.



Click on Create Data List.



You will then see your upload in your My Data section of your account (2).

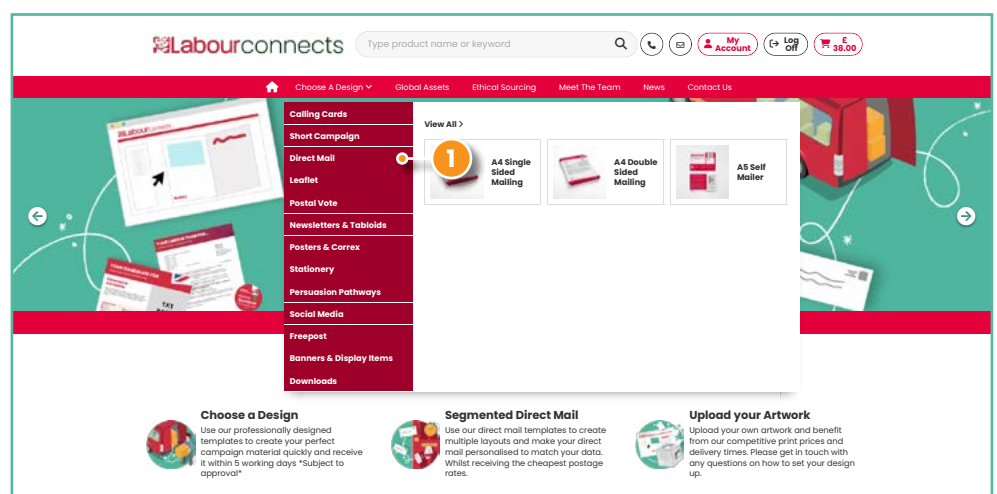


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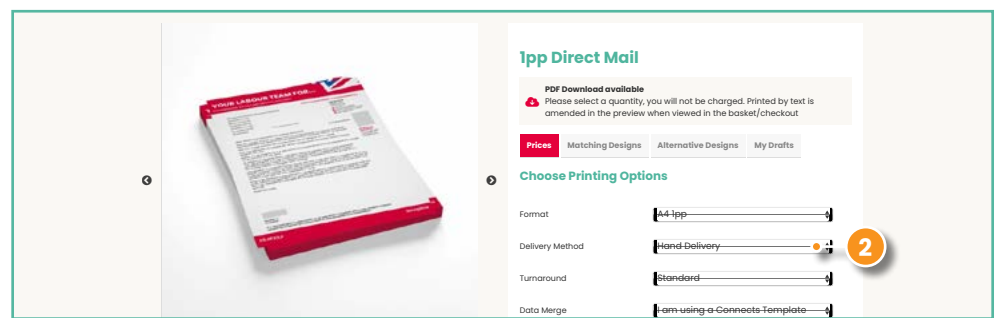
# 05 Direct Mail segmentation

## Choosing your template

The third step is to design the template. Go to the Direct Mail section (1) from the dropdown on Connects and choose which template you want to use.

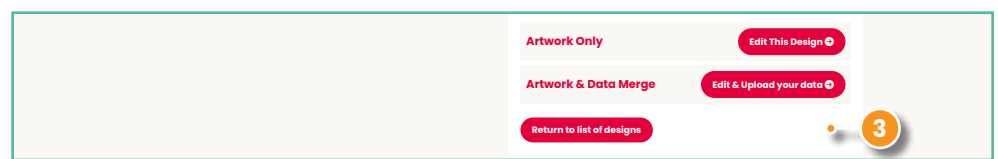


Once you get to the template you want, choose your Delivery Method (2). You can either choose to hand deliver the item, or for it to be posted through Royal Mail. Postage costs more than printing so this will change the costs considerably.



If you are using a Connects template, you do not need to change the Data Merge section. If you are using your own artwork you will need to change this option. At this stage you do not need to change the quantity, however it can be useful if you are looking for an indication of price. The quantity will automatically change depending on the data you upload.

As you're going to be using data to determine who receives the letter, next you should click Edit & Upload your data (3).



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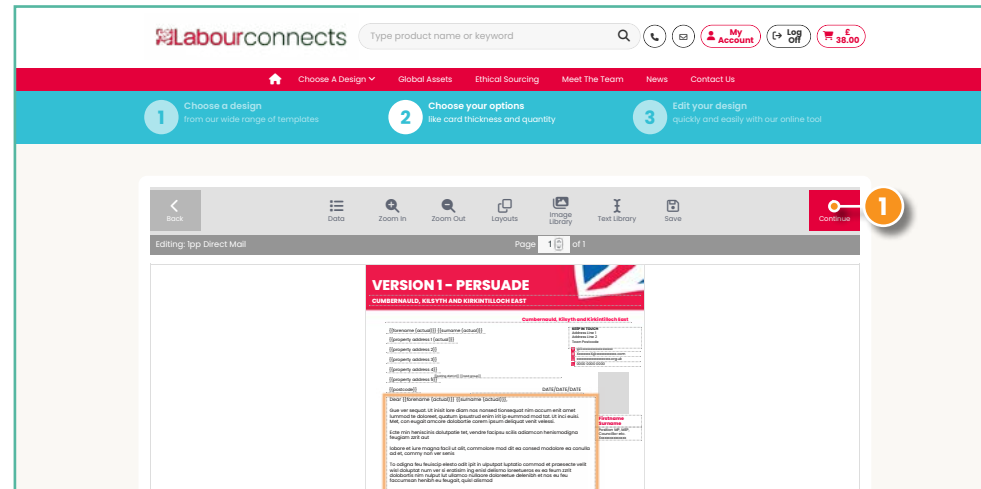
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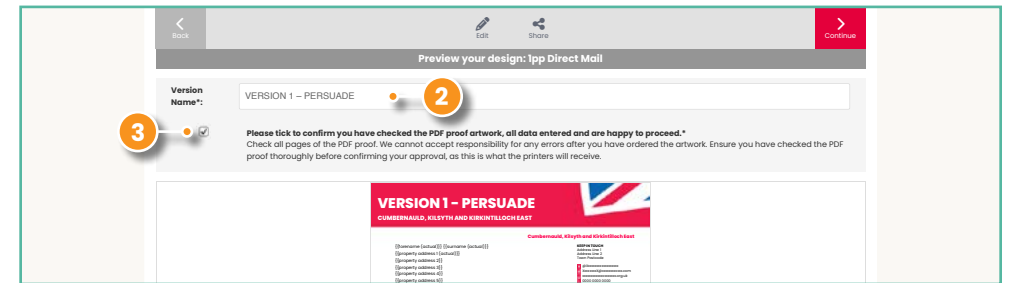
## Editing your template

You can then go through and edit the text in the template. This will be the first version of the letter you create. The sections in these brackets {{text}} should match a report you've run from Contact Creator, so you shouldn't need to change those.

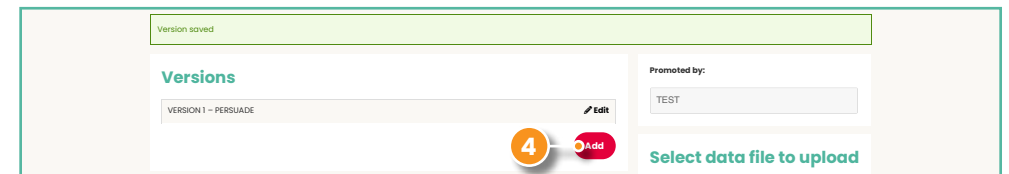


For this example we've put 'VERSION 1 – PERSUADE' as the top header so you can see more clearly what letter will go to which people. Once you're happy, click Continue (1). You can return later and make edits should you wish to.

You will then be prompted to name this version of the letter. In this example we're naming it 'Version 1 –Persuade' for ease (2).



You can then tick the box to confirm you are happy to proceed and click Continue (3). If your version name doesn't appear at this next stage click Edit and repeat the process to name it. Then to create another version click Add (4).



You will then be able to edit the letter template again with different text, relevant to the second group of voters who will receive this letter. For our example this is the Promise group.

Once you are happy with the template click Continue. You will again be prompted to name your version and tick the box confirming you are happy.



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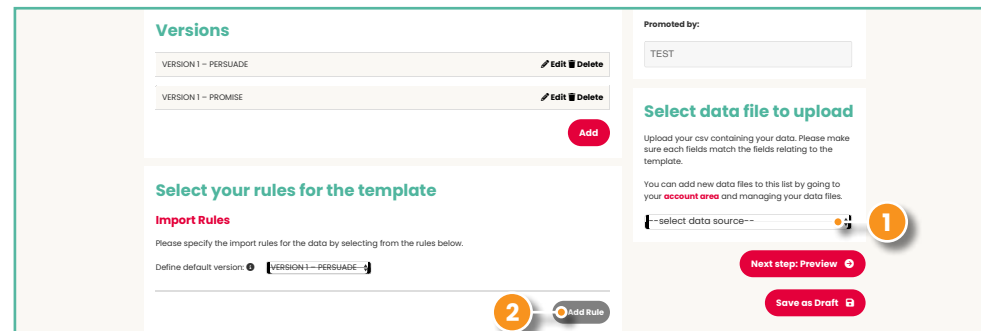
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## Uploading data and adding rules



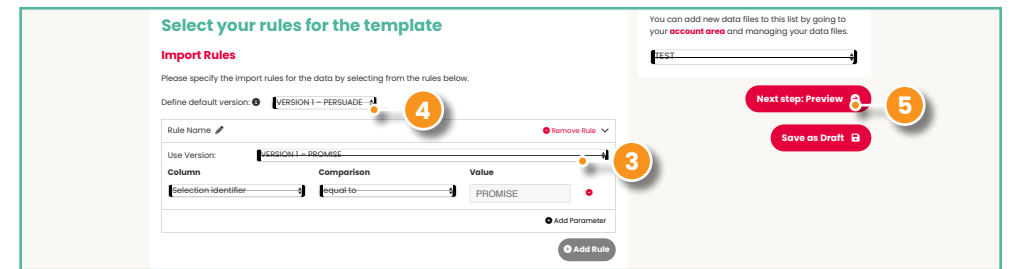
You should now be able to see both versions of your letter. You can add more versions if you would like by repeating the process.

The next step is to select the data. To do this go to the select data source drop down (1) and select the file name of the data you uploaded earlier.

Now we need to add a rule (2) to say which residents should get which items. In our example we want anyone with the word 'Promise' in the column 'Selection identifier' to receive Version 2 – Promise (3).

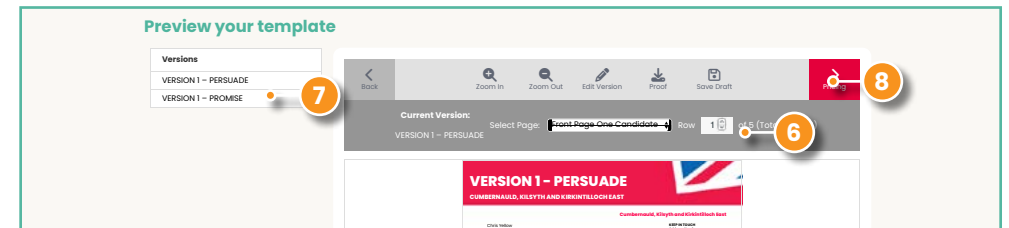
So we change which version they'll receive. Then choose the Column header from the drop down (4) (which imports directly from your data).

Then we put 'Promise' for the Value. We recommend copying and pasting this value directly from your spreadsheet as it needs to be the same. For the Comparison in this example it would be equal to.



You only need to do this for one of the versions, as the other version will be the default version everyone receives. Once you've set up your rule click Next step: Preview (5).

You will then see the first version of your letter and be able to check the first 5 names receiving (6) it by clicking the up arrow to go through the rows. You can do this with both versions by clicking on the other version on the left-hand side (7). Check your data to ensure the right people are receiving the right version of your letter. Once you are happy click Pricing (8).



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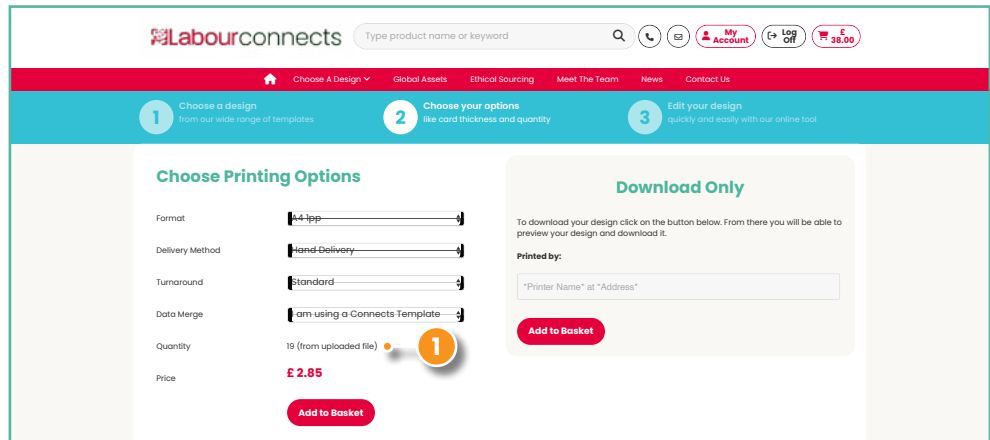
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## Uploading data and adding rules (continued)

As you can see below, the number of letters has automatically been calculated (1) – because it's the same number as the rows of data in the spreadsheet.

You can then add the letters to your basket for printing through us, or for download only if printing locally. Then you can check out the same way as with any other item.





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# 06 Why use Labour Connects

## Why use Labour Connects?

1. Brand management! Consistency of message starts with using the Labour brand. Our in-house design team have produced a range of templates so the Party has a strong national brand that is in line with our message and values.
2. All orders placed through Labour Connects are proofed by dedicated print managers within your regional office for peace of mind.
3. Cheaper print prices – we use the national purchasing power of the Labour Party to secure a better price than if local parties were negotiating on their own.
4. When you use Connects, the funds go back into the campaign pot so we can continue to provide high quality campaign items for you.
5. Guaranteed turnaround times for all orders – you can work backwards from any delivery deadline to work out when you need to submit your order by.
6. All orders are printed on environmentally friendly paper and carry the FSC logo.
7. All printers used by the print service recognise Trade Unions.
8. All printers used by the print service are GDPR compliant and the Labour Party has data protection agreements with them.

## 07 Delivery Times

All items delivered directly to you will reach you within 5 working days.

Ensure that someone will be at the delivery address within this time and that we have the correct contact details for that person.

For posted items, such as GOTPV (Get out the postal vote) please contact either your Regional Print Manager or us, at [connects@labour.org.uk](mailto:connects@labour.org.uk) to specify when the items should land with residents.

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<b>1pp</b>	1 page – for example a letter with nothing on the back.	<b>Election Address</b>	An election address is a candidate-focused item recommended for use during the short campaign. They contain posters of various sizes that can be placed in the window by the recipient.
<b>2pp</b>	2 pages – for example a small leaflet with just the front and back printed.	<b>Endorser</b>	A person who is voting for the candidate and is sharing why they're backing them. They often have recognizable jobs such as doctor/teacher/local business owner. They may have been supported by the candidate in dealing with a problem or just be able to speak to the candidate's character. Many pieces of print have spaces for endorsers.
<b>Assets</b>	An asset is usually an image but may also be a snippet of text. On Connects you can find an asset library of images you can use, however we recommend using your own images as much as possible, especially where you can clearly localize them.	<b>Foamex</b>	These are more opaque and heavier than correx. They can't be used outdoors and are most usually used at events.
<b>Bespoke</b>	A non-standard template item of print. These can still be printed by us but can be different in terms of design.	<b>Fold</b>	Literally where the paper is folded – so you don't want a fold halfway through your candidate's face! No Connects template will allow you to do that though!
<b>Calling Card</b>	Probably the piece of print you will see the most. This is a small piece of card used to let people know we've been in their area. It's the item most frequently used when door knocking.	<b>Freepost</b>	When we refer to 'freepost' people mean the one item of print delivered to each voter for free. The item is not printed for free, just delivered. The freepost must comply with several legal requirements including having the exact name of the constituency, not promoting any businesses, etc.  Normally the freepost is delivered in waves. So we might deliver to the 2nd name in the household and then a week later deliver to the 1st name in the household. This is because while all electors receive only one freepost item, the household will receive multiple pieces by breaking it up this way.  There is an option to do an unaddressed freepost, which means everyone household will receive one, but not every elector. This is cheaper as it means printing less items of print but is usually reserved for places which are much harder to win and not battleground seats.
<b>Correx</b>	The plastic signs that can be attached to wooden posts and placed in people's front garden/high visibility locations. Outside of elections they're most usually seen as 'For Sale' or 'To Let' signs.		
<b>Delivery Window</b>	The period in which a delivery will arrive.		
<b>DL</b>	A DL piece is the same width as a Long Format piece, but not as long.		
<b>DM/Direct Mail</b>	Direct mail – a piece of print that has the name and address of the person we're sending it to. You can deliver these items with volunteers or pay to have them posted		
<b>DPI</b>	Dots per inch. This refers to photo quality. Images you use in your print should be at minimum 300dpi. If an image looks bad in your PDF proof on screen, it will definitely look bad on paper, so avoid file compression that comes with sending via email and other social media apps.		

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<b>GOTV</b>	Get out the vote – the print we use on polling day and sometimes the evening before.	<b>Persuasion Pathways</b>	This print stream is for candidates who want to hear more of residents' views via the survey and want to keep in touch with residents on those issues via the letters.
<b>GOTPV</b>	Get out the postal vote – the print we use to remind postal voters to complete and post their vote. Sometimes, we use posted items of print to contact these people as we can be sure who has a postal vote. The local authority decides when postal votes will arrive (which means you will need to ask them once an election is called) with voters and we time GOTPV items to arrive just before then.	<b>Segmentation</b>	For some pieces, usually letters, you may want to adapt the message for some of those receiving it – for example if you know of a specific issue affecting only one street's residents. In that case you can use segmentation to adapt your message without placing orders for multiple items.
<b>GSM</b>	Grams per square metre. This refers to the weight of the paper, giving an indication of thickness. Newspapers are printed on low GSM paper around 52, while calling cards are on 250. This is because calling cards have no folds so need to be more rigid to go through a letterbox.	<b>Short campaign</b>	The short campaign period (the period when the candidates' election expenses are regulated during the election campaign) begins on the day a person officially becomes a candidate. There are specific items we recommend using during this period including Election Addresses, Calling Cards, GOTPV and GOTV.
<b>Imprint</b>	This is a legal requirement for during elections. This includes stickers, posters, leaflets, letters, freepost, etc. Connects will require you to include an imprint so you can't miss it. The Labour Shop will also have an imprint on. We use imprints on everything all year round as best practice for transparency.  Imprint example: <b>Printed by PRINTER NAME at PRINTER ADDRESS. Promoted by AGENT at ADDRESS on behalf of CANDIDATE at ADDRESS.</b>  The imprint can be formatted differently, for example if the candidate and agent are both using the local Labour Party office as an address.	<b>Tabloid</b>	This piece of print will be in the style of a small newspaper.
<b>Long Format</b>	If you folded an A4 sheet along the horizontal line, you would get long format. A long, thin piece of print, often used for GOTV. This is the same width as DL but longer.		

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# 09 Further Support

Further information and training on print planning and using Connects can be found here: [connects.labour.org.uk/help-and-training](https://connects.labour.org.uk/help-and-training)

For any other queries contact us at [connects@labour.org.uk](mailto:connects@labour.org.uk)

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