

Labour Connects

User Guide



CONTENTS

01	Creating and ordering your design	3	06	Campaign Groups	25
	Choosing a design	3		Creating a Campaign Group	25
	Editing your design	5		Adding a Campaign Group	26
	Checkout	10		Adding Credits	27
				Viewing and Editing Drafts	28
02	Adding money to your Connects account	12	07	Why use Labour Connects	31
03	Adding money to your CLP budget	15	08	Delivery times	32
04	Your artwork printed by us	16	09	Connects terms explained	33
05	Direct Mail segmentation	19	10	Further support	35
	Selecting your data	19			
	Uploading your data	20			
	Choosing your template	21			
	Editing your template	22			
	Uploading your data and adding rules	23			



- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times
- 09 Connects terms explained
- 10 Further support

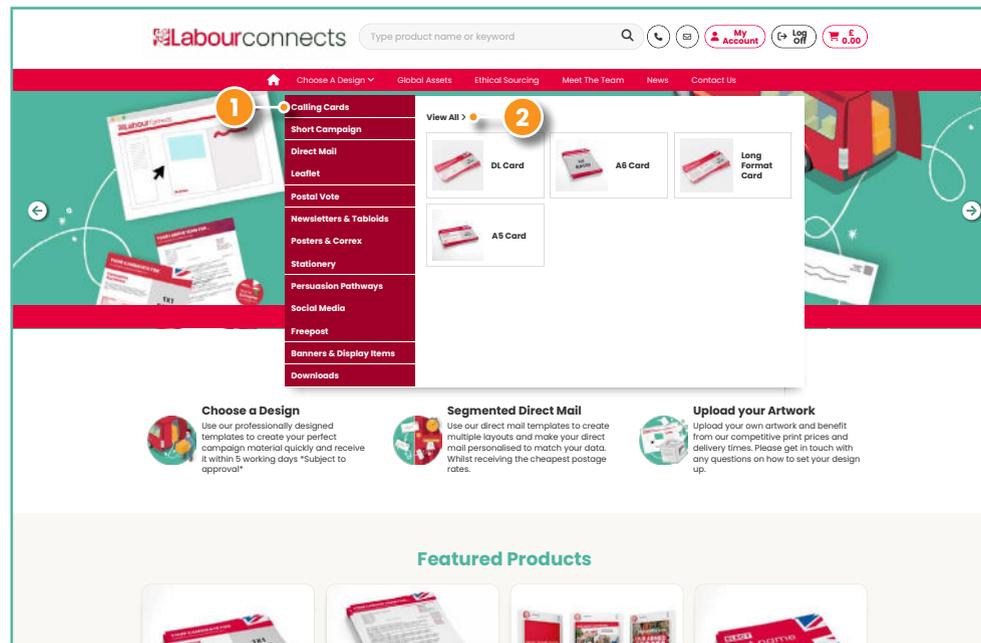


01 Creating and ordering your design

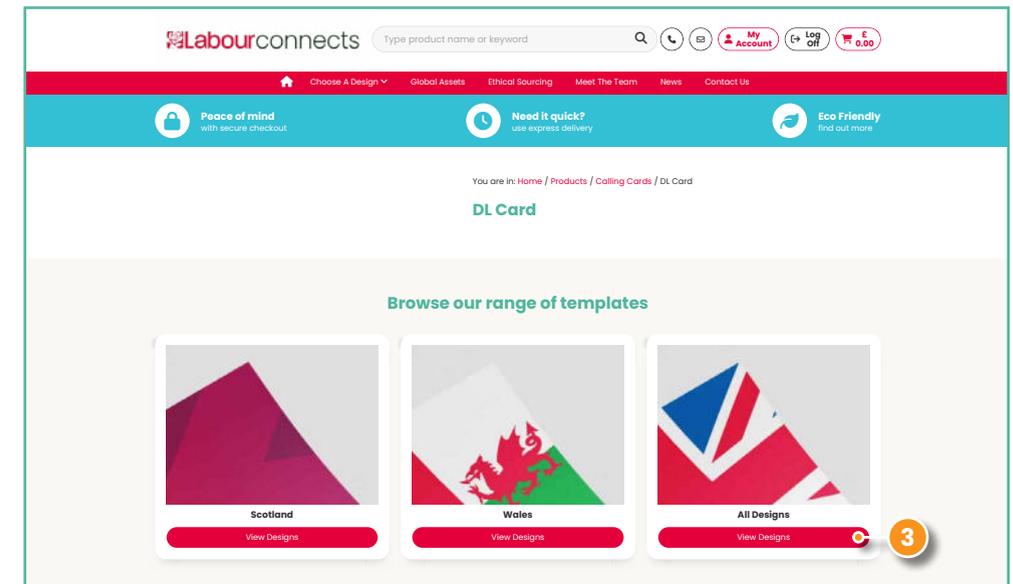
Choosing a design

To get started on Connects you'll need to go to 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.

- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times
- 09 Connects terms explained
- 10 Further support



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).

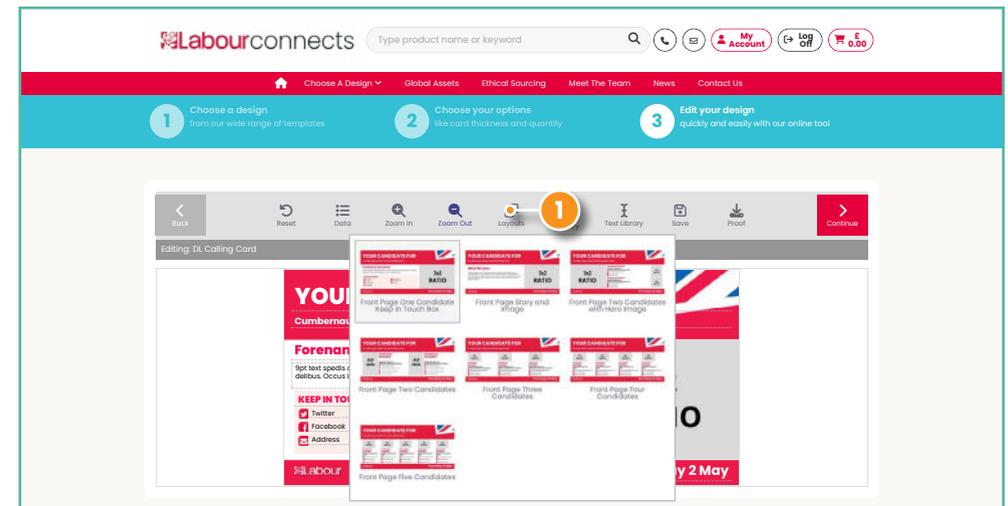
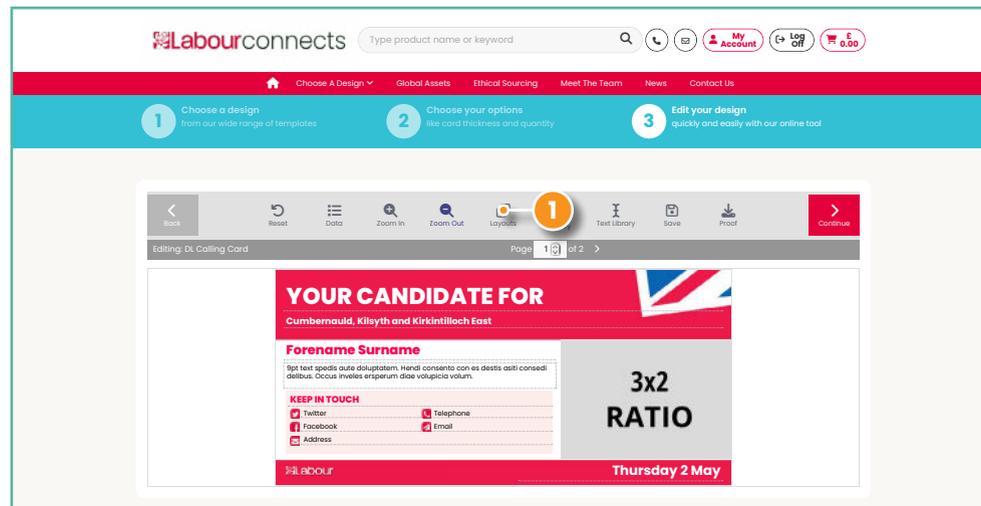
To start adding your content click Edit This Design (2). You will then see a version of the image below, showing your chosen template ready to be edited.

The screenshot shows the Labour Connects website interface. At the top, there's a search bar and navigation links. Below that, a progress bar indicates the current step: '2 Choose your options like card thickness and quantity'. The main content area displays a 'DL Calling Card' design. To the right of the design, there are 'Choose Printing Options' dropdown menus for Format (DL), Material (250gsm Silk), Turnaround (Standard), and Quantity (250). The price is listed as £11.64. Below the options, there's a 'Promoted by:' field with a red circle and the number 1 next to it. At the bottom right, there's a red button labeled 'Artwork Only' with a red circle and the number 2 next to it.

- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times
- 09 Connects terms explained
- 10 Further support

01 Creating and ordering your design

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.

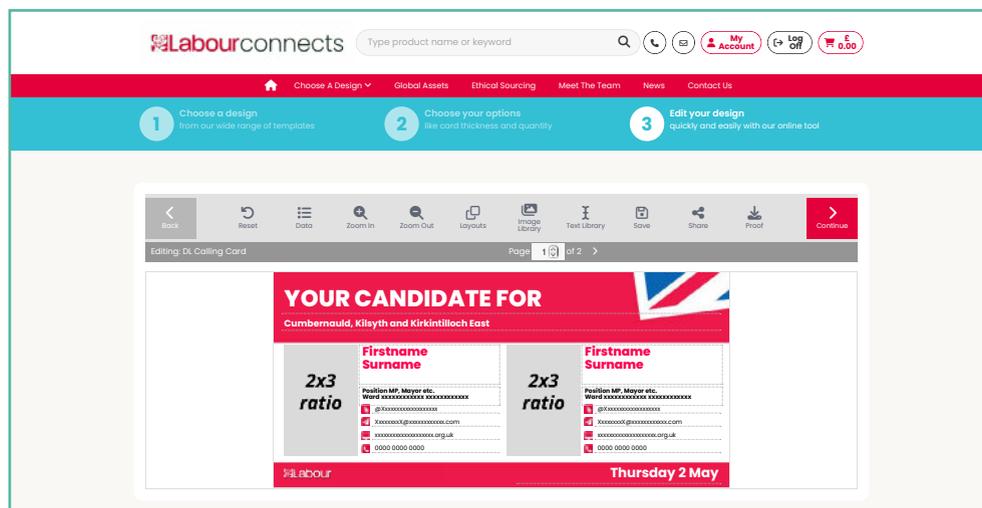


- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times
- 09 Connects terms explained
- 10 Further support

01 Creating and ordering your design

Editing a design (continued)

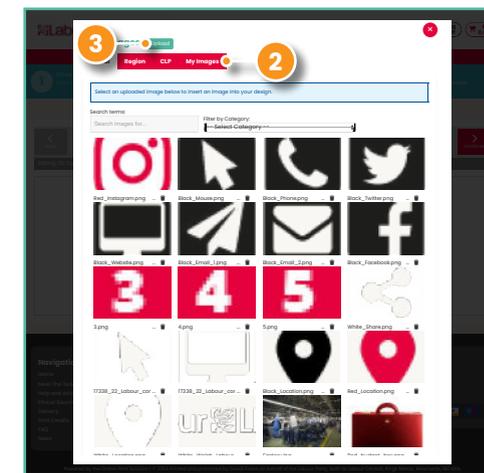
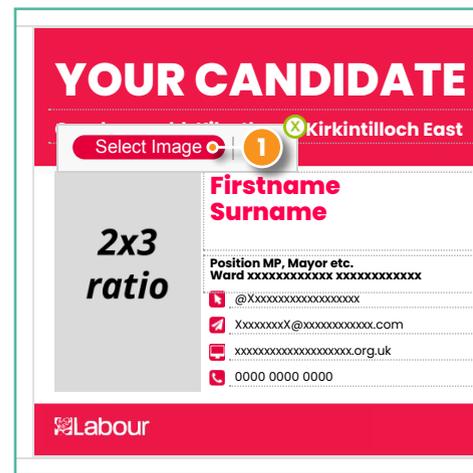
Once you've clicked on your new layout the template will refresh.



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.



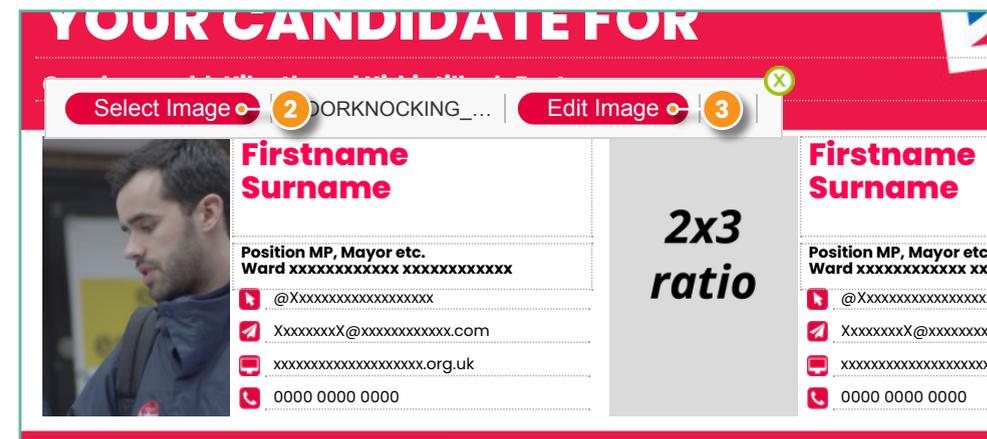
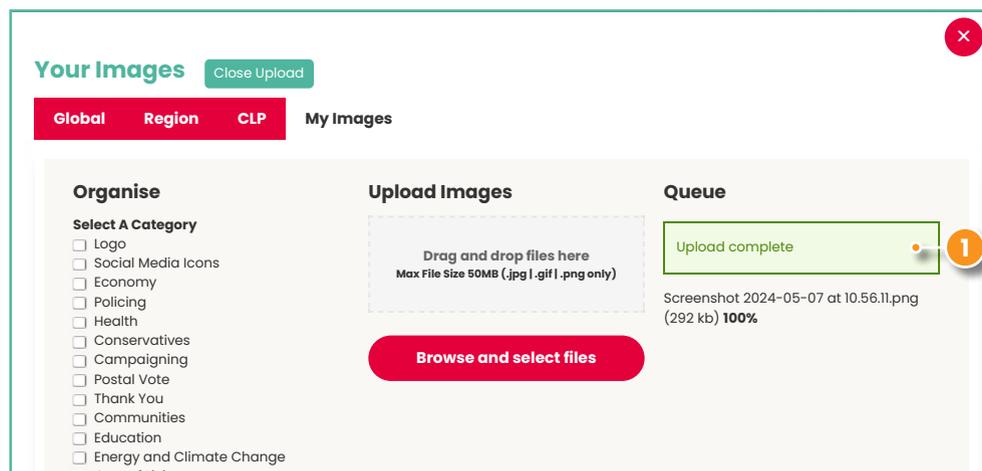
- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times
- 09 Connects terms explained
- 10 Further support

01 Creating and ordering your design

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).

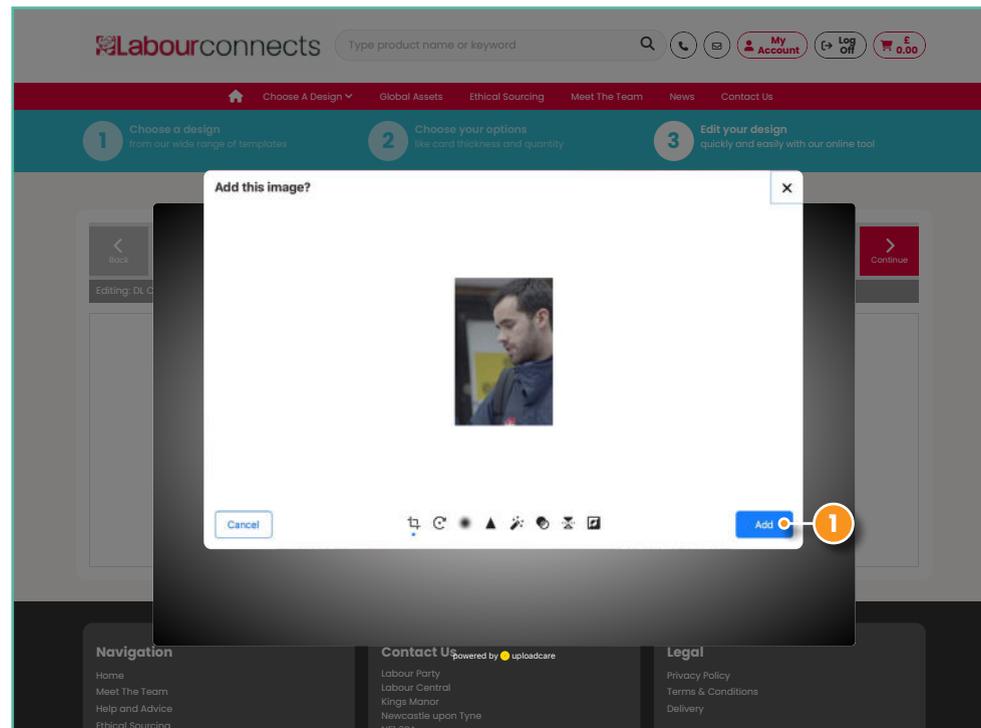


- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times
- 09 Connects terms explained
- 10 Further support

01 Creating and ordering your design

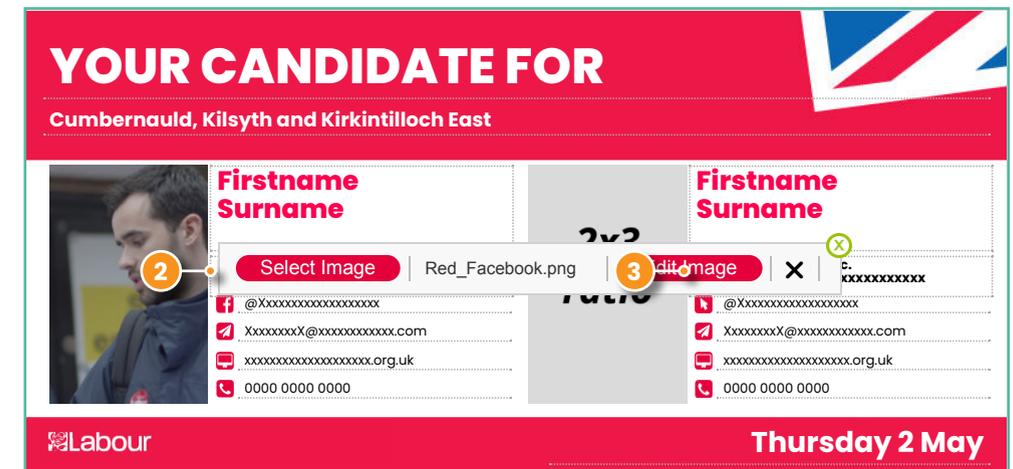
Editing a design (continued)

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).



- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times
- 09 Connects terms explained
- 10 Further support

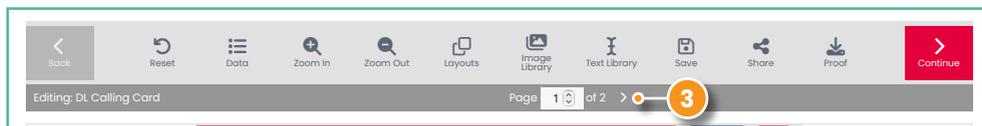
01 Creating and ordering your design

Editing a design (continued)

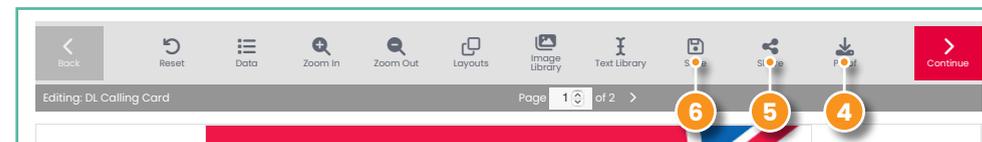
To change the logo, for example if the candidate is standing as a Labour and Co-operative candidate, you select the logo in the bottom left corner of the template (1). This will then open a box where you can choose the correct logo (2).



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.

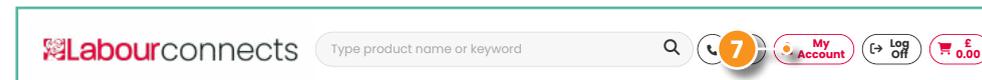


Once you are happy with the layout, text, and images on all your pages you can preview your design by clicking the eye Proof icon (4).



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.



- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times
- 09 Connects terms explained
- 10 Further support

01 Creating and ordering your design

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.

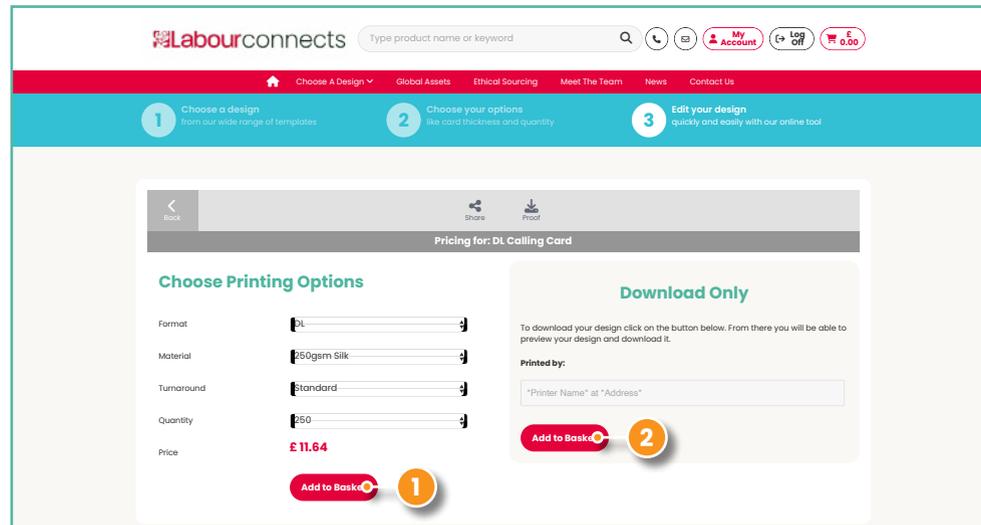
To print the item through Connects check the quantity and click Add to Basket (1) underneath. This will then take you to your basket. Check the quantity is correct and under Options the material and turnaround will be included.

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.



- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times
- 09 Connects terms explained
- 10 Further support

01 Creating and ordering your design

Checkout (continued)

Labourconnects

Shopping Basket

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? [Update Cart](#)

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

CLP

Ward

[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

Billing Details

Name:

Email:

Telephone:

Region:

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

Delivery Options

Delivery Address

Delivery address is the same as the Billing address

Select a previous delivery 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.



01 Creating and ordering your design

02 Adding money to your Connects account

03 Adding money to your CLP budget

04 Your artwork printed by us

05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

10 Further support

02 Adding money to your Connects account

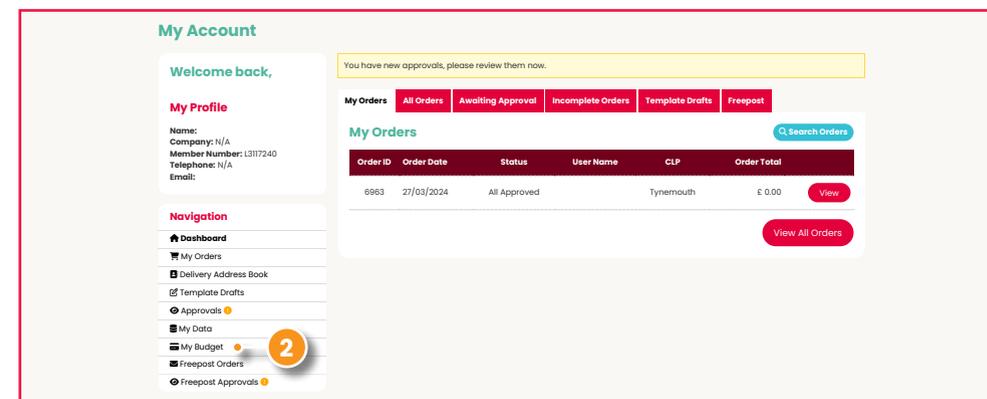
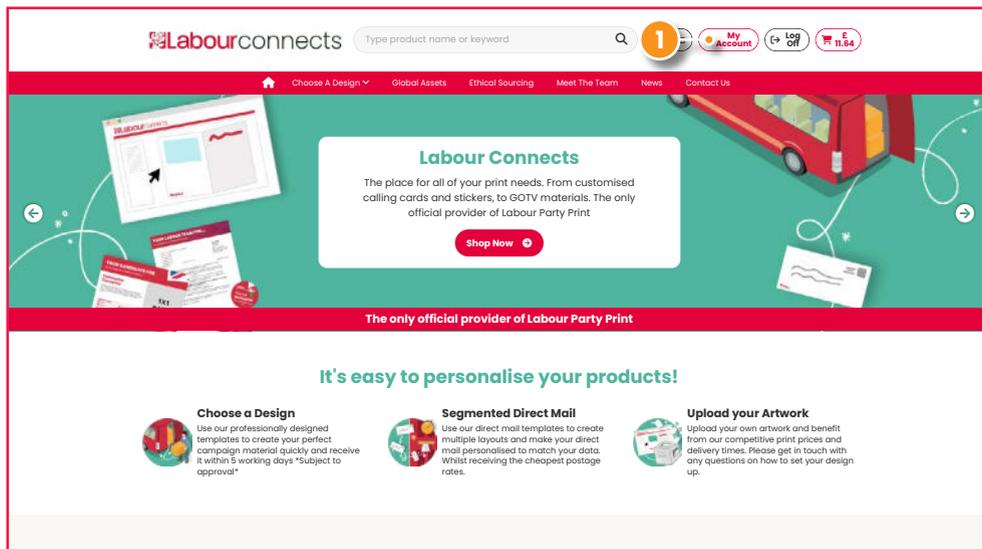
Adding money to your Connects Account

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.

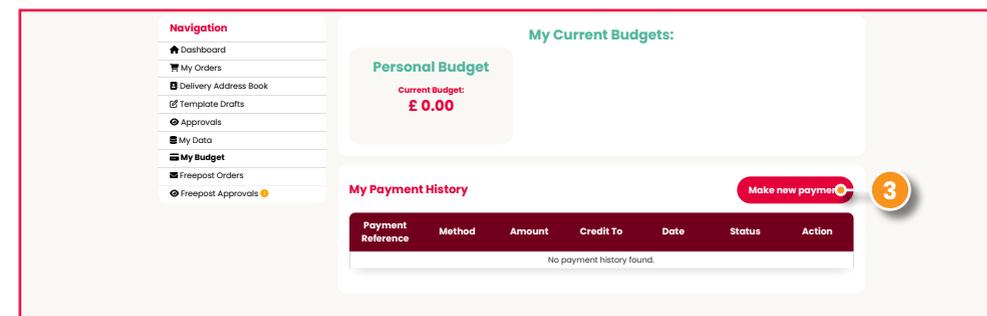
Another reason you may wish to add credits, is that they can be placed in a shared pot, which helps for tracking election spend and means that if someone is unavailable at a key moment, the money remains accessible.

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

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



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



01 Creating and ordering your design

02 Adding money to your Connects account

03 Adding money to your CLP budget

04 Your artwork printed by us

05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

10 Further support



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.

Add funds to my budget

Please fill in the required information below. Submit your details and confirm your payment information on the next step.

Payment Amount*: £

Payment Method*:

Add Credit to*:

User:

Funding Source*:

[Next](#)

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

Pay by BACS

Please use the account details below to fulfill the payment.

Reference: CONNECTS P3067
Account Name: The Labour Party main account
Account Number: 10678121
sort Code: 09-02-22

[Proceed to secure online payment](#)

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

Online card payment

Pay online via Sagepay. Clicking the button below will take you to a new screen to submit your payment.

[Proceed to secure online payment](#)

01 Creating and ordering your design

02 Adding money to your Connects account

03 Adding money to your CLP budget

04 Your artwork printed by us

05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

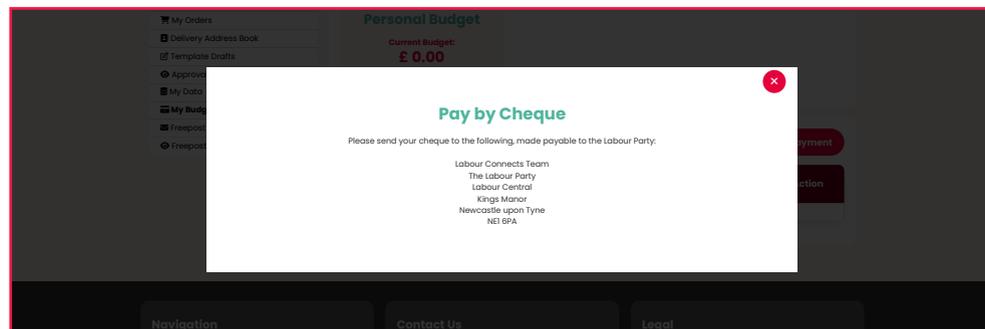
10 Further support



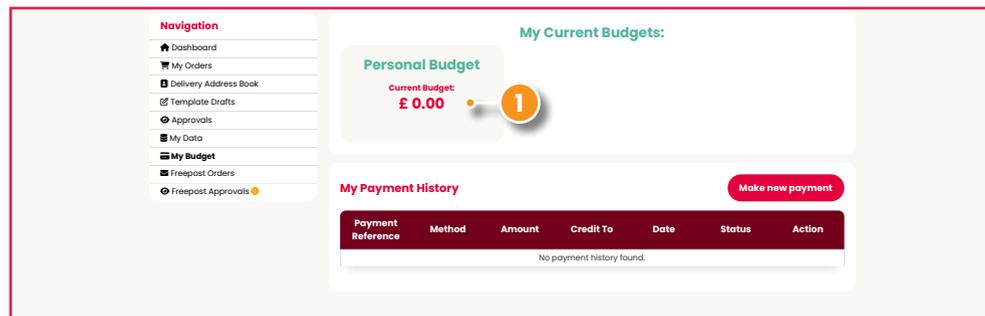
02 Adding money to your Connects account

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).

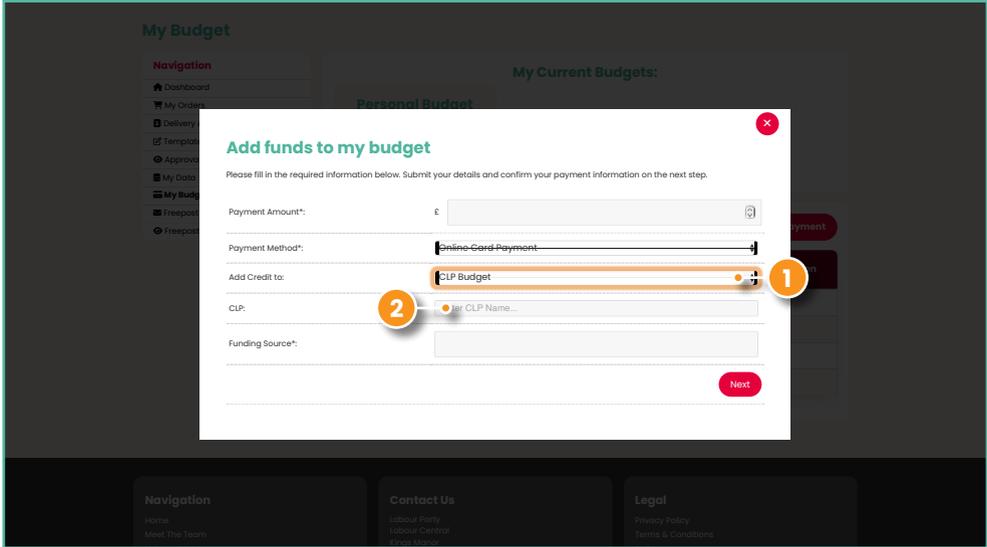


- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times
- 09 Connects terms explained
- 10 Further support

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.



- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget

04 Your artwork printed by us

05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

10 Further support

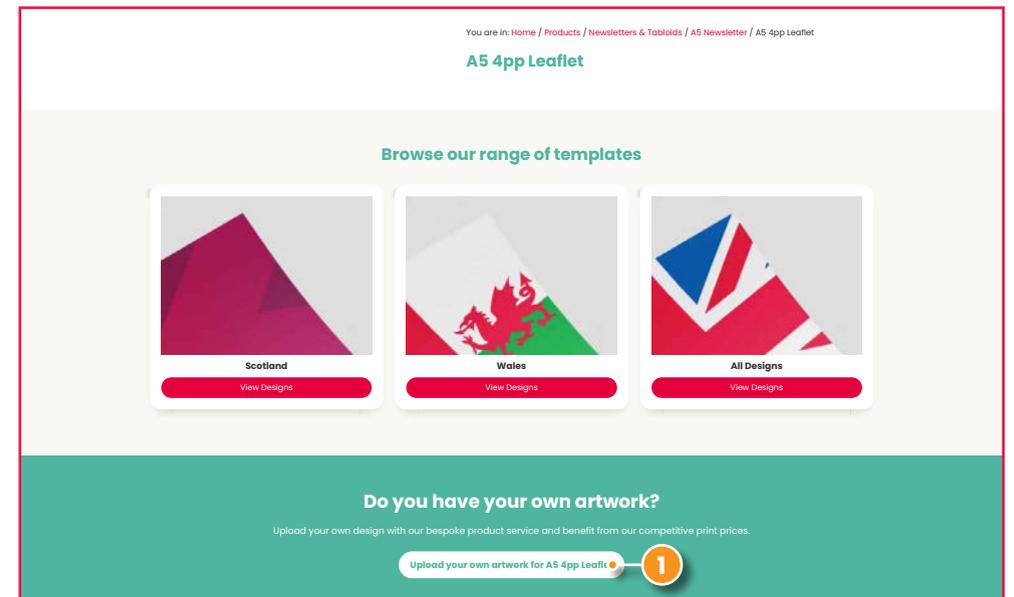
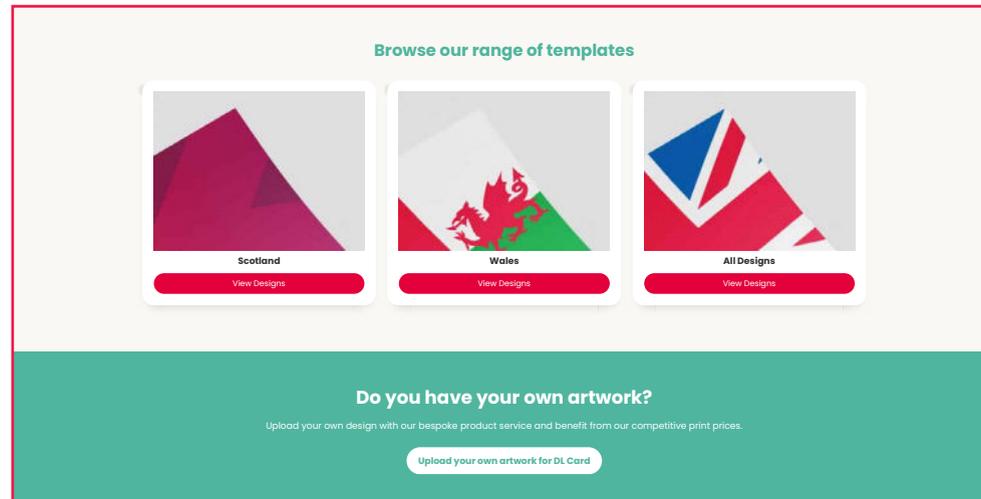
04 Your artwork printed by us

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).



- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget

04 Your artwork printed by us

05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

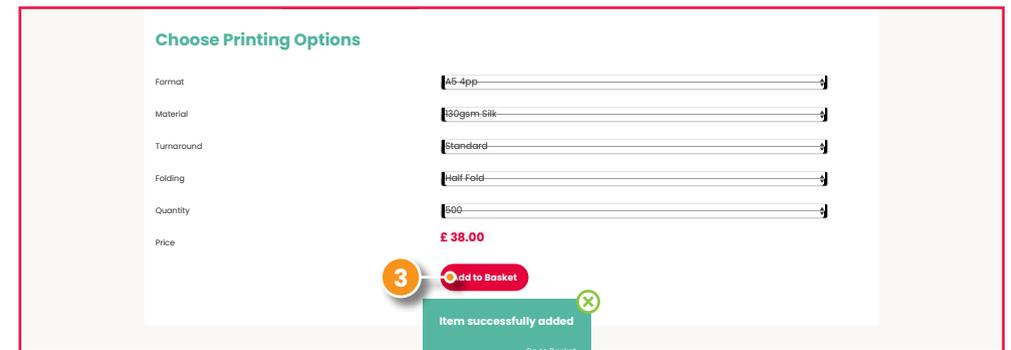
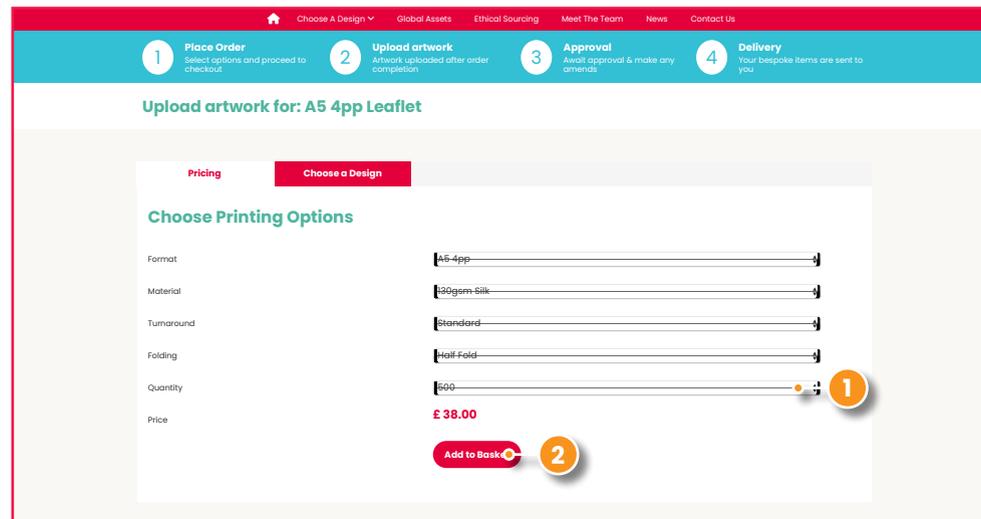
10 Further support

04 Your artwork printed by us

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.



- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget

04 Your artwork printed by us

05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

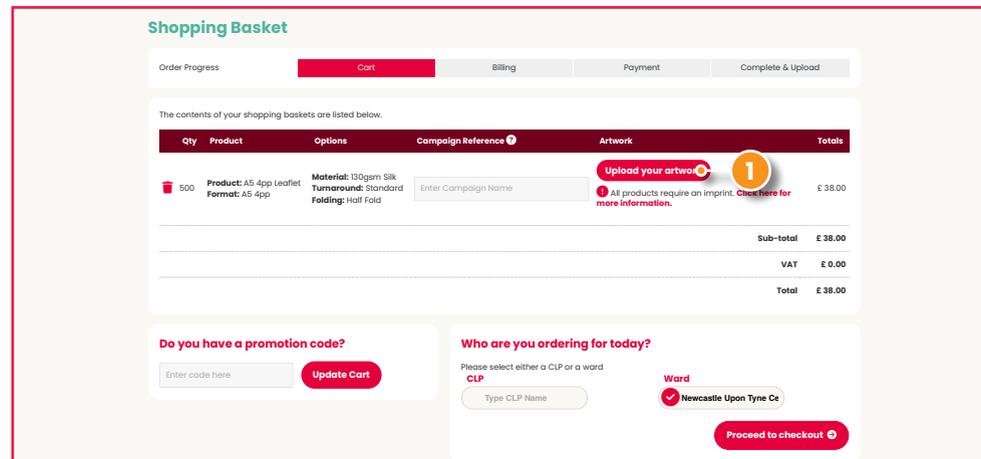
10 Further support



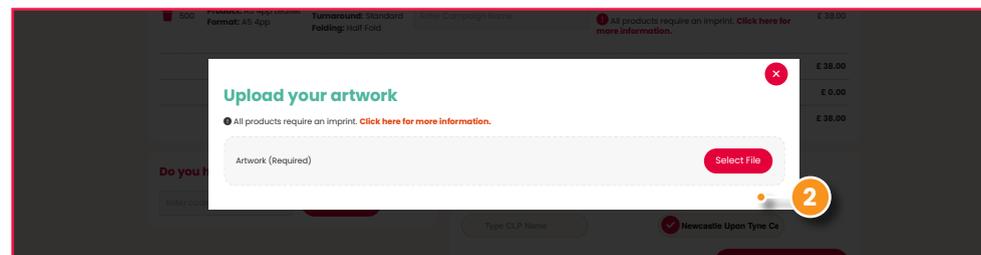
04 Your artwork printed by us

Your artwork printed by us (Continued)

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

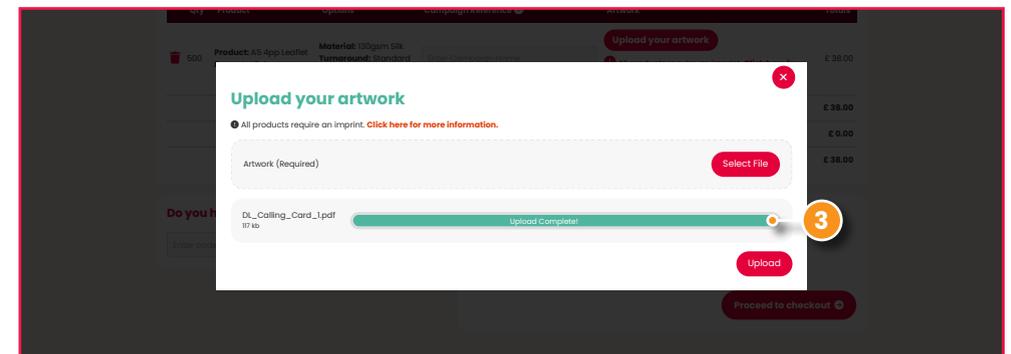


This will then open a pop up. Click Select File (2) to upload your artwork.



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).



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

- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us

05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

10 Further support

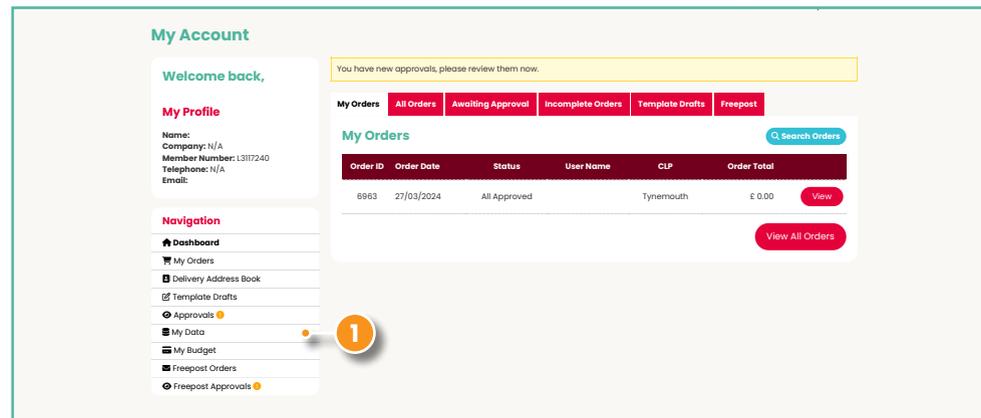


05 Direct Mail segmentation

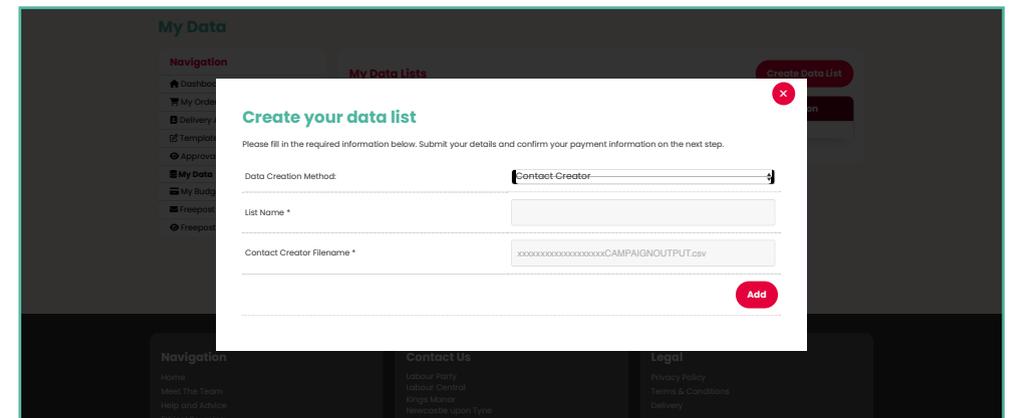
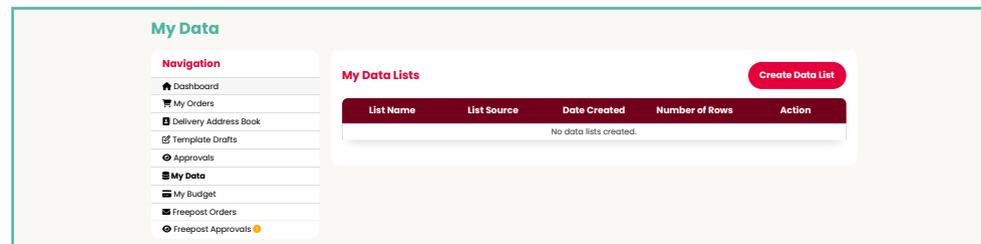
Uploading your Data

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.

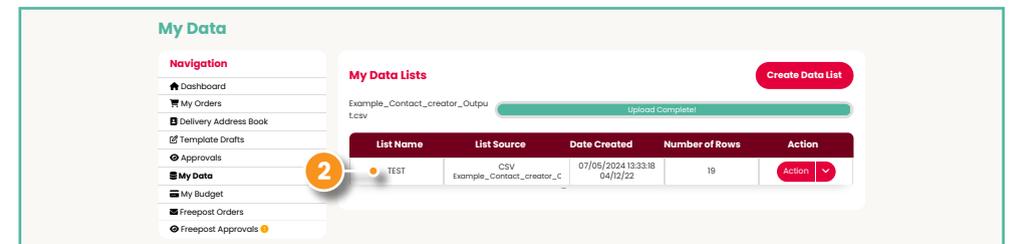
This will bring up a pop up prompting you to enter your Data Creation method and the name you would like Connects to record this data as. Then you can select your CSV file and click Upload.



Click on Create Data List.



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

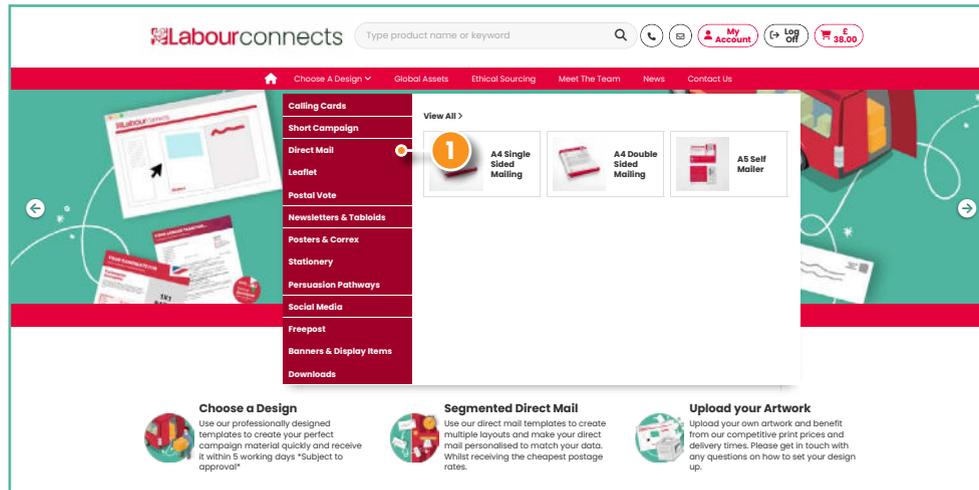


- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us

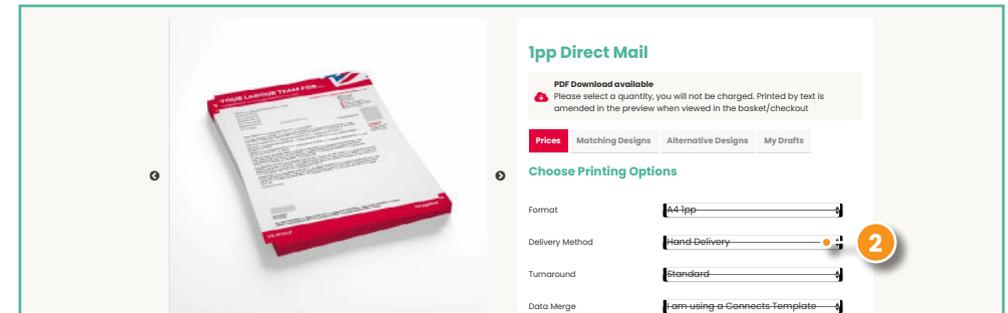
05 Direct Mail segmentation

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.

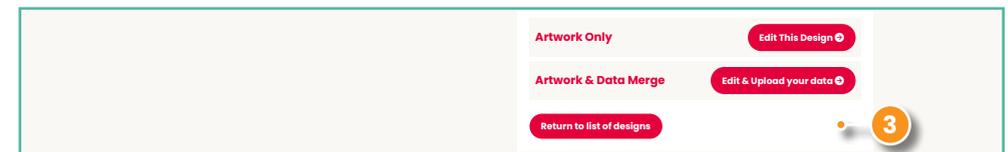


Once you get to the template you want, choose your Delivery Method (2). You can either choose to hand deliver the item, or for it to be posted through Royal Mail. Postage costs more than printing so this will change the costs considerably.



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).

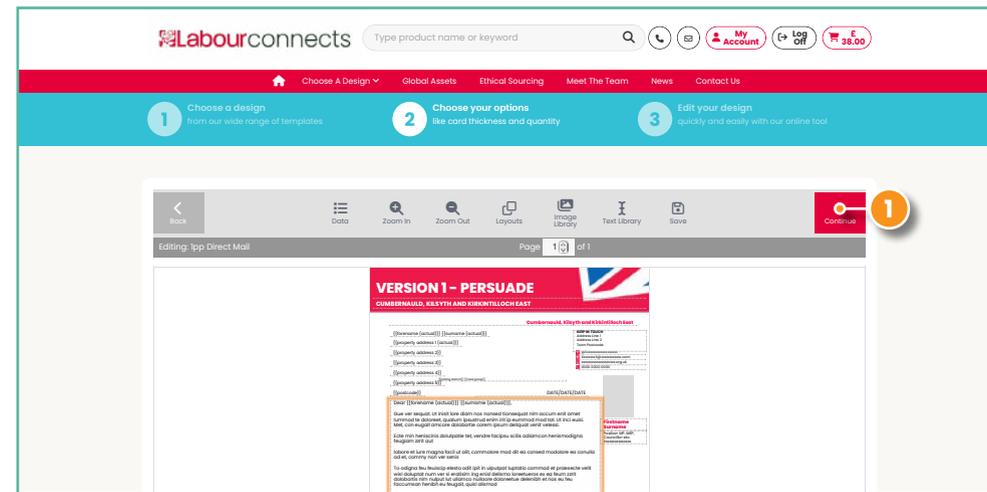


- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us

05 Direct Mail segmentation

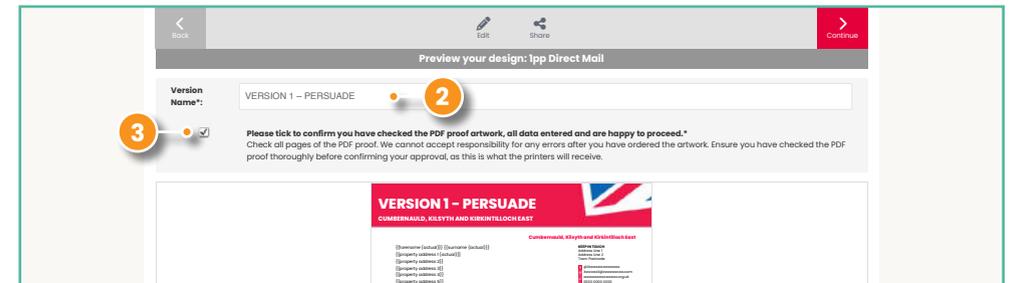
Editing your template

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.

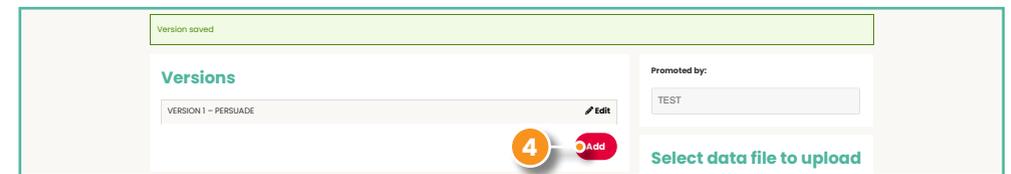


For this example we've put 'VERSION 1 – PERSUADE' as the top header so you can see more clearly what letter will go to which people. Once you're happy, click Continue (1). You can return later and make edits should you wish to.

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.



- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us

05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

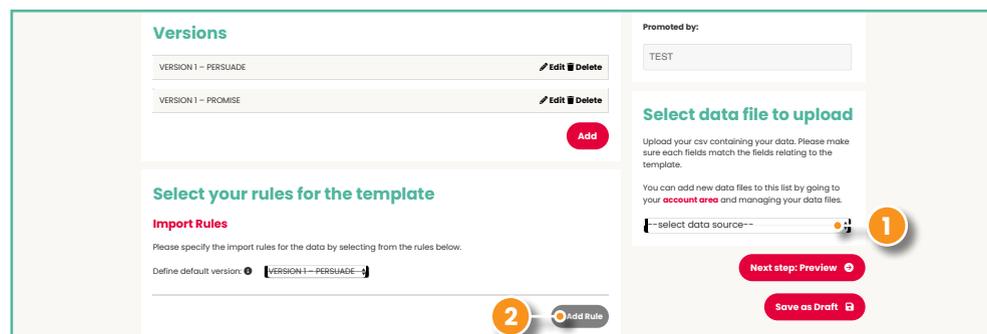
09 Connects terms explained

10 Further support



05 Direct Mail segmentation

Uploading data and adding rules



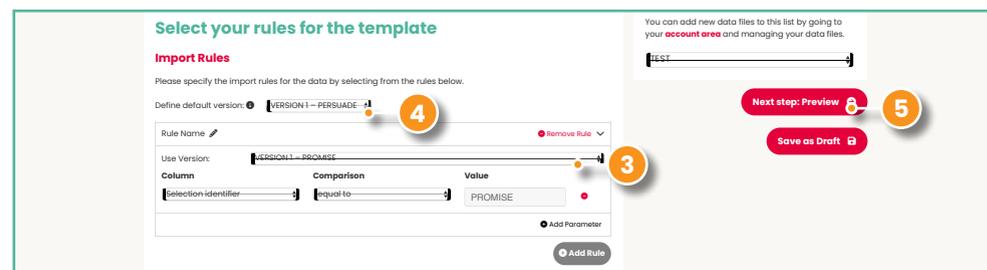
You should now be able to see both versions of your letter. You can add more versions if you would like by repeating the process.

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).

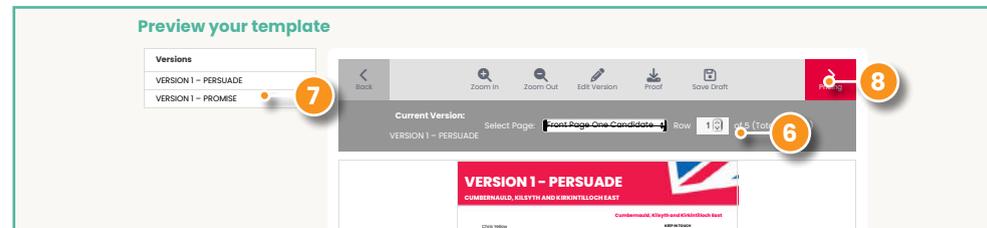
So we change which version they'll receive. Then choose the Column header from the drop down (4) (which imports directly from your data).

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).



- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us

05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

10 Further support



05 Direct Mail segmentation

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.

- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

10 Further support



06 Campaign Groups

Campaign Groups

Campaign groups have been developed to increase collaborative working, allowing anyone within a shared group to edit, order and use credits associated with the campaign group. Your regional staff will have access to all groups created within a region to help you if needed as well.

Creating a Campaign Group

The first step to collaborative working is to create a Campaign Group.

You can create as many campaign groups as you require, so if you would like to create a group for each campaign in an area you can. Or you could create a “2025 Local Elections” group to cover everyone in the area, depending on the level of access you want people to have. You could also create one for a mayoral election campaign in the area at the same time for example.

To start, login to Labour Connects and go to My Account and then in the sidebar click Campaign Groups (1).

Navigation

-  **Dashboard**
-  My Orders
-  Delivery Address Book
-  Template Drafts
-  My Data
-  My Budget
-  Campaign Groups 1
-  Freepost Orders

- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation

06 Campaign Groups

06 Campaign Groups

Adding a Campaign Group

Once selected you will see the following grid, if you have not added or been added to any campaign groups this will be empty. If you click Add Campaign Group a pop up will appear for you to create a new group (1).

Group Name	Region	Date Created	Budget Balance	Action
Campaign NE	Kendal	08/10/2024 16:16:17	£0	Action
CHESHAM & AMERSHAM	CHESHAM & AMERSHAM		£250.00	Action
KENDAL	KENDAL		£0	Action
Rossendale and Darwen CLP	Rossendale and Darwen CLP		£0	Action
South East Region Test	Kendal	28/01/2025 13:55:37	£0	Action

Give your campaign group a unique name and the region that this will fall under. The region will default to the region your membership is associated with in the first instance. Please change this to the relevant area as this is the region that will be able to approve your print.

Once you have added the campaign group this will be added to the table and you can then do the following tasks:

1. View/add users
2. Add credits
3. View drafts
4. Disable

Clicking View users will give you a list of all current users of the group, only admins and regional staff can add/remove users.

User Name	Email Address	Action
CLP Flex4 (Admin)	clpt@flex4.co.uk	Action
CLP Flex		

When you click Add Users (2) you will be given a text box to add the full users email as below.

User Name	Email Address	Action
CLP Flex4 (Admin)		Action
CLP Flex (Admin)		Action



- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

10 Further support



06 Campaign Groups

Adding a Campaign Group (cont.)

The system will check that a user with that email address exists and show this in the grey box below. Click this to confirm the address and click Add (1) to add them to the group. If you want to give them admin credentials tick the box next to Make Admin (2).

If at any stage you want to remove a user and you have admin credentials click the dropdown arrow next to their name and click Remove User (3).

If you are not admin of a specific group you will only see the below details.

All users for Campaign "Campaign NE"	
User Name	Email Address
Standard Flex4 (Admin)	standard@flex4.co.uk
National Flex4	national@flex4.co.uk
Regional Flex4	regional@flex4.co.uk
Ward-CLP Flex4	ward-clp@flex4.co.uk
Ward-CLP Flex4 (Admin)	ward-clp@flex4.co.uk

Adding Credits

The Add Credits option will take you to the budget page where you have the option to choose the method of payment and confirm the details. Please take a look at the section named **Adding money to your Connects account** in this document.

Currently the system is built that only users who are a stakeholder within a ward or constituency will be able to use budget to purchase print. We are currently working on development so that anyone who is an admin of a campaign group will be able to use the associated budget.

- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

10 Further support



06 Campaign Groups

Viewing and Editing Drafts

View drafts will give you access to all drafts that have been assigned a campaign group when they have been saved.

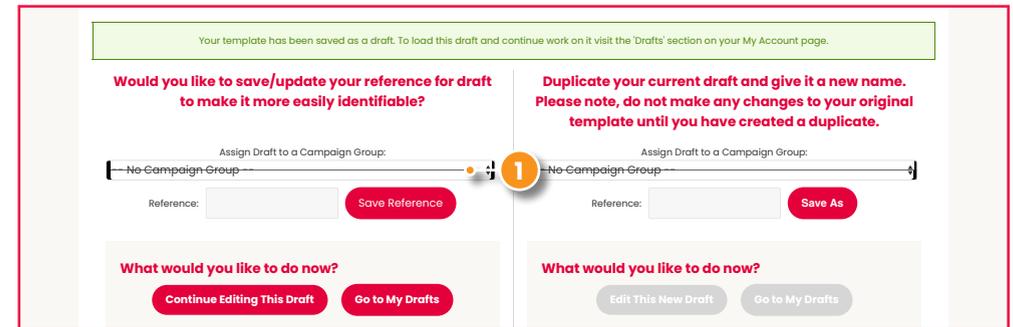
Saved Drafts				
User	Save Date	Template Name	Type	Reference
	18/04/2024 16:27:21	1pp Classic Letter	Artwork and Data Merge	Action ▾
	18/04/2024 16:26:13	1pp Classic Letter	Artwork	Action ▾
	07/03/2024 11:36:32	A4 2pp Classic Newsletter	Artwork	Action ▾
	07/03/2024 11:35:05	DL Calling Card - Local Design	Artwork	Action ▾
	07/03/2024 11:26:56	DL Calling Card - Local Design	Artwork	Action ▾

From here you can go into a draft to edit using the drop down action button and clicking Load and Edit or if you would just like to order the item you can click Preview and Order. **As always we recommend you check the Proof PDF before ordering to make sure this matches to your view in the preview/editor.**

Additionally for collaboration, make sure that you are not working on a piece of print at the same time as another user. The last edit date can give you an idea of when someone was last editing the piece, but this is essential to make sure that there are no conflicts on the design.

All items created on a user’s account will exist both as a draft on that users personal drafts and as a copy in the campaign group. Amends made to the draft with the same reference within personal drafts or the campaign group will amend the other draft as well.

To save a draft to a specific campaign group please follow the normal save procedure, and choose the group from the drop down (1).



- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

10 Further support



06 Campaign Groups

Viewing and Editing Drafts (cont.)

If you are editing a draft that you would like to also be available within another campaign group that you have access to, you can use the save as option (1) to create a duplicate within that group.

Once a draft is ready to print, anyone within the campaign group, can order this. To do so, within your basket choose the campaign group from the dropdown (2).

**Duplicate your current draft and give it a new name.
Please note, do not make any changes to your original template until you have created a duplicate.**

Assign Draft to a Campaign Group:

-- No Campaign Group --

Reference:

Save As 1

Who are you ordering for today?

Please select either a CLP or a ward

CLP

Ward

2

Campaign Group

-- Select Campaign --

Proceed to checkout ➔

Viewing and Editing Drafts (Direct Mail)

If you are collaborating on a direct mail template, the system of saving is exactly the same. However, the person who is ordering will need to have the data list uploaded to their own account. Data lists are not shared between users even on campaign groups.

- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation

06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

10 Further support



06 Campaign Groups

Viewing and Editing Drafts (cont.)

Once chosen, you will be able to choose your payment option as normal. However as mentioned above only stakeholders within a ward or constituency will be able to see and use the campaign group budget.

An update is currently in development.

Please select your preferred payment option:

<p style="text-align: center; color: #009688; font-weight: bold;">Pay via Secure Payment</p> <p style="text-align: center; font-size: 0.8em;">Amount to spend: £ 114.00</p> <p style="text-align: center; margin-top: 10px;"><input type="radio"/> Proceed with this payment method</p>	<p style="text-align: center; color: #009688; font-weight: bold;">Pay via Personal Budget</p> <table style="width: 100%; font-size: 0.8em;"> <tr> <td style="text-align: center;">Current Budget: £ 7417.65</td> <td style="text-align: center;">Amount to spend: £ 114.00</td> </tr> </table> <p style="text-align: center; margin-top: 10px;"><input type="radio"/> Proceed with this payment method</p>	Current Budget: £ 7417.65	Amount to spend: £ 114.00	<p style="text-align: center; color: #009688; font-weight: bold;">Pay via CLP Budget</p> <table style="width: 100%; font-size: 0.8em;"> <tr> <td style="text-align: center;">Current Budget: £ 0.00</td> <td style="text-align: center;">Amount to spend: £ 114.00</td> </tr> </table> <p style="text-align: center; margin-top: 10px; font-size: 0.8em;">Not enough budget. Add Budget</p>	Current Budget: £ 0.00	Amount to spend: £ 114.00
Current Budget: £ 7417.65	Amount to spend: £ 114.00					
Current Budget: £ 0.00	Amount to spend: £ 114.00					

[Continue](#)

Once an item has been ordered it will go into the users account who has ordered it the item and the draft will disappear from the group. If you want to keep a draft available for everyone to edit, make sure to save as the draft so it's available. **We are looking at adding a Campaign Groups Orders to the options so these will all be stored in one place in the future.**

- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups

07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

10 Further support



07 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.

08 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.

Posted items will begin to land with recipients from day 5. For items that need to land on/or close to a specific date such as GOTPV (Get out the postal vote) please contact either your Regional Print Manager or us, at connects@labour.org.uk to specify when the items should land with residents.

- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects

08 Delivery times

09 Connects terms explained

10 Further support



09 Connects terms explained

1pp	1 page – for example a letter with nothing on the back.	Election Address	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.
2pp	2 pages – for example a small leaflet with just the front and back printed.	Endorser	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.
Assets	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.	Foamex	These are more opaque and heavier than correx. They can't be used outdoors and are most usually used at events.
Bespoke	A non-standard template item of print. These can still be printed by us but can be different in terms of design.	Fold	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!
Calling Card	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.	Freepost	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.
Correx	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.		
Delivery Window	The period in which a delivery will arrive.		
DL	A DL piece is the same width as a Long Format piece, but not as long.		
DM/Direct Mail	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		
DPI	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.		

- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times

09 Connects terms explained

10 Further support



09 Connects terms explained

GOTV	Get out the vote – the print we use on polling day and sometimes the evening before.	Persuasion Pathways	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.
GOTPV	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.	Segmentation	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.
GSM	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.	Short campaign	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. From a financial perspective, this is when the items you use must be accounted for and cannot surpass the candidate's allowed election spend.
Imprint	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: Printed by PRINTER NAME at PRINTER ADDRESS. Promoted by AGENT at ADDRESS on behalf of CANDIDATE at ADDRESS. The imprint can be formatted differently, for example if the candidate and agent are both using the local Labour Party office as an address.	Tabloid	This piece of print will be in the style of a small newspaper.
Long Format	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.		

- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times

09 Connects terms explained

10 Further support



- 01 Creating and ordering your design
- 02 Adding money to your Connects account
- 03 Adding money to your CLP budget
- 04 Your artwork printed by us
- 05 Direct Mail segmentation
- 06 Campaign Groups
- 07 Why use Labour Connects
- 08 Delivery times
- 09 Connects terms explained
- 10 Further support**

10 Further Support

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

For any other queries contact us at connects@labour.org.uk



