Labour Connects User Guide



Labour Connects - User Guide

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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** 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).

¹²Labour connects	Type product name or keyword	
🟫 Choose A Desi	gn ❤ Global Assets Ethical Sourcing Meet The Team	News Contact Us
Peace of mind with secure checkout	Need it quick? use express delivery	Eco Friendly find out more
	You are in: Home / Products / Calling Co	rds / DL Cord
	Browse our range of template	rs
Scotland View Dasigns	Wels View Designs	All Designs Vev Designs

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.

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Edit your design quickly and easily with our online to

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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.

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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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Editing a design (continued)

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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.

Organise	Upload Images	Queue
Select A Category Logo Social Media Icons Economy Policing Health	Drag and drop files here Max File Size 50MB (.jpg l.gif l.png only)	Upload complete • 1 Screenshot 2024-05-07 at 10.56.11.png (292 kb) 100%
Conservatives Campaigning Postal Vote Thank You Communities	Browse and select files	

All images you have uploaded to your Connects account will be stored here so you **dyg**t have to upload the sange mages multiple times. Choose the **image** you would like to use **range** it should appear in place of the grey ratio box All **images should be at least 300 dpi** (see p27).

/ . . / »Llaft

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).



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Add 😐

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Editing a design (continued)

¹²Labourconnects

Add this image?

Cancel

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).

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Contact Usowered by ouploadcare

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 conduct details (3).



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



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.





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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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.

料Labour c	onnects	Type product name or keywo	rd	
Choose a design from our wide rang	Choose A Desig n ge of templates	an Y Global Assets Ethical : Choose your opt like card thickness of	Sourcing Meet The ions and quantity	Team News Contact Us Edit your design quickly and easily with our online tool
Bock		Share Pricing for: DL	Proof Calling Card	
Choose Prir	nting Option	S		Download Only
Format	DL	÷	To download your d preview your design	design click on the button below. From there you will be able to n and download it.
Material	250gsm Silk	÷	Printed by:	
Turnaround	Standard	÷	*Printer Name* at	*Address*
Quantity	250	÷		
Price	£ 11.64		Add to Baske	2
	Add to Bask	۵ 🚺		

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.

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Checkout (continued)

	oduct name or keyword	٩ ७ 🛛 🛓	My Account (→ Log Off	E 11.64
🏫 Choose A Design 🛩 G	lobal Assets Ethical Sourcing M	vleet The Team News Contac	t Us	
		Ye	ou are in: Home / Shopping E	Basket
Shopping Basket				
Order Progress Cart	Billing	Payment	Complete	
The contents of your shopping baskets are listed below.				_
Qty Product Options	Campaign Reference 🕜	Artwork	Tota	ls .
250 Design: DL Calling Card Material: 250gsm Silk Turnaround: Standard	Enter Campaign Name	View Proof Edit	£ 11.	64
			Sub-total £ 11.	64
			VAT £0.	00
			Total £ 11.	64
Do you have a promotion code?	Who are you orde	ring for today?		
Enter code here Update Cart	Please select either a CLP	or a ward Ward		
	Type CLP Name	Type Ward	d Name	
		(Proceed to checkout	

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.

	product name or keyword		£
🟫 Choose A Design 🗸	Global Assets Ethical Sourcing Meet The Tec	m News Contact Us You are in: Home / Billing Del	alis
Order Progress Cart	Billing	Payment Complete	
Billing Dotails Name: Email: Treisphone: N/A Region: North	Billing Address: Labour Kings M Newcas Tyre an , KE BPA	Entral, anor, Be upon Tyne, di wear,	
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 a	iddress		
Ple	ase select your preferred payment op	Add Delivery Addres	• 2
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 in a contract of the area 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).

Welcome back,	You have ne	You have new approvals, please review them now.								
My Profile	My Orders	All Orders	Awaiting Approval	Incomplete Orders	Template Drafts	Freepost				
Name: Company: N/A	My Ord	My Orders Q Search Orders								
Member Number: L3117240 Telephone: N/A	Order ID	Order Date	Status	User Name	CLP	Order Total				
Email:	6963	27/03/2024	All Approved		Tynemouth	£ 0.00	View			
Navigation										
A Dashboard						Vie	w All Orders			
🗮 My Orders										
Delivery Address Book										
🕑 Template Drafts										
SMy Data										
My Budget										
Freepost Orders										
@ Freepost Approvals										

Then click Make new payment (3).

Cashboard My Orders Delivery Address Book gf Template Drafts Approvals My Outa My Budget Greepost Orders Greepost Approvals	Person ^{Currer} £ (ad Budget ant Budget: 0.00			•			
R My Orders Delevery Address Book G' Tempiate Drafts Ø Approvals B My Data My Sudget Tempool Crafts Ø Freepost Approvals	Person ^{Currei} £	al Budget: 0.00						
Cobiney Adress Book Contact Contact	Currer £ (nt Budget: 0.00						
gt remplote brafts Ø Approvals My bata My bata Wy sudget Ø Freepost Craders Ø Freepost Approvals Ø	£ (v Payment	0.00						
Approvals My Data My Budget Freepost Criders Greepost Approvals	v Payment	t History						
S My Data G My Budget Freepost Cirdens O Freepost Approvals	v Payment	tHistory						
E My Budget E Freepost Orders Freepost Approvals	v Payment	tHistory						
Freepost Approvals	v Pavment	History						
Freepost Approvals	v Pavment	History						
	, ,	c mator y				Make n	ew paymer	3
	Payment Reference	Method	Amount	Credit To	Date	Status	Action	
			No p	payment history fou	und.			

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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.

Dashbaard						
My Order						
B Delivery	Add funds to r	ny hudget				
🕑 Template	Add Idius to I	ny buuget				
 Approva 	Please fill in the required infor	mation below. Submit your details ar	nd confirm your payment infe	ormation on the next step.		
🛢 My Data					-	
📾 My Budg	Payment Amount*:	£				
Freepost	Devenant Mathada	Opling Carr	d Raymont		A Nonet	
Freepost	Payment method .	onine our	ar dymone		y lynon	
	Add Credit to:	Personal Bu	idgot			
	llees	Entre Comm			etton	
		Litter Gamp	aigii Osei			
	Funding Source*:					
J						
					Next	
Neurieetic						
Home		Labour Party		Drivney Dolley		

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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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 them see them in your Personal Budget (1).

Navigation		My Current Budgets:						
Dashboard		· · ·		·				
My Orders	Personal Budget							
Delivery Address Book	Current Budget:							
🖞 Template Drafts	£ 0.00 🔹							
Approvals								
My Data		_						
My Budget								
Freepost Orders								
Freepost Approvals	My Payment History	My Payment History Make new payment						
	Payment Method Reference	Amount	Credit To	Date	Status	Action		
No payment history found.								

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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.

1	Choose A Design 🛩 Global As	sets Ethical Sourcing	Meet The Team News	Contact Us
Place Order Select options and pro checkout	bceed to 2 Upload artw Artwork upload completion	rork ed after order	Approval Await approval & make any amends	4 Delivery Your bespoke items are sent to you
Upload artwork	for: A5 4pp Leaflet			
Pricing	Choose a Design			
Choose Printin	g Options			
Format		A6 4pp		
Material		130gsm Silk		
Turnaround		Standard		
Folding		Half Fold		4
Quantity		600		
Price		£ 38.00		
		Add to Bask	2	
			-	

Choose Printing Options	
Format	A5-4pp
Material	k30gsm-Silk\$
Turnaround	Standard\$
Folding	Holf-Fold-
Quantity	600
Price	£ 38.00
3	Odd to Basket
	Item successfully added
	Go to <u>Brasket</u>

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04 Your artwork printed by us

Your artwork printed by us (Continued)

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

Shopp	ing Basket							
Order Prog	gress	Cart		Billing	Payme	ent	Complete & Uple	oad
The conter	nts of your shopping bask	ets are listed below.						
Qty	Product	Options	Campaign	Reference 😯	Artwork		_	Totals
i 500	Product: A5 4pp Leaflet Format: A5 4pp	Material: 130gsm Silk Turnaround: Standard Folding: Half Fold	Enter Cam	npaign Name	Upload ye All production of the production of th	our artwor ts require an imprir ation.	1 ht. Click here for	£ 38.00
							Sub-total	£ 38.00
							VAT	£ 0.00
							Total	£ 38.00
Do you	de here	n code? Update Cart		Who are you order Please select either a CLP CLP Type CLP Name	ring for today? or a ward	Ward Newcastle L	Jpon Tyne Ce Proceed to check	cout O

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 keeps 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.

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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.

	AutoSave	• Q	88:	2 × Q +					Exar	riple Contac	t creator O	ubru 🗸									q
ome Ins	ert Dri	w Page	Layout	Formula	s Dat	ta Review	View	Automate	Acrob	at Ç Te	ll me								C Cer	nmenta	🔄 Shar
<u>.</u>	Apto B	s Narrow (Bo T 및 ~	d • 12 ⊞ • .	• A • A •	A		• Ge	neral + % •		Cont Cont Cont Coll 1	litional Forme urt un Table N Styles M	rting v	🔛 Insert 👻 🎦 Delete 🛩	Σ* 	Sort & Filter	O •		Add-Ins	Ansiyse Data	Create PC and share	DF link
Possible D	ata Loss	Some featur	es might be	e lost if you	save this	workbook in I	the comma	-delimited (.c	ev) format.	To preserve	these feat	ires, save i	t in an Excel	file format.							Save
		JE CAMP	AIGN_ID																		
A	8	С	D	E	F	G	н	1	1	ĸ	- L	N	N	0	Р	Q	8	8	т	U	v
CAMPAION I	RENOVED_P	local authori	constituency	yward	POLLING	DIS polling distri	k property te	ie property add	property add	property add	property add	property add	property add	property add	town	county	postcode	house identi	f er street	street	sub str
1290167	1	NEWCASTLE	NEWCASTLE	BENWELL&	5 406801	801		101 test road		NEWCASTLE	UPON TYNE				NEWCASTL	UPON TYNE	NETEPA	1		test road	
1290167	2	NEWCASTLE	NEWCASTLE	BENWELL&	\$406801	801		102 test road		NEWCASTLE	UPON TYNE				NEWCASTL	EUPON TYNE	NE16PA	2		test road	
1290167	3	NEWCASTLE	NEWCASTLE	BENWELLS	5405801	801		103 test road		NEWCASTLE	UPON TYNE				NEWCASTL	UPON TYNE	NE16PA	3		test road	
1290167	4	NEWCASTLE	NEWCASTLE	BENWELLA	\$406801	801		104 test road		NEWCASTLE	UPON TYNE				NEWCASTL	EUPON TYNE	NE16PA	4		test road	
1290167	5	NEWCASTLE	NEWCASTLE	BENWELL&	1405801	801		105 test road		NEWCASTLE	UPON TYNE				NEWCASTL	UPON TYNE	NET OPA			test roud	
1290167	6	NEWCASTLE	NEWCASTLE	BENWELL&	5.405801	801		106 test road		NEWCASTLE	UPON TYNE				NEWCASTL	EUPON TYNE	NE16PA	6		test road	
1290167	7	NEWCASTLE	NEWCASTLE	BENWELL&	5406801	801		107 test road		NEWCASTLE	UPON TYNE				NEWCASTL	EUPON TYNE	NE1 6PA	7		test road	
1290167		NEWCASTLE	NEWCASTLE	BENWELL&	\$406801	801		109 test road		NEWCASTLE	UPON TYNE				NEWCASTL	EUPON TYNE	NET GPA	8		test road	
1290167		NEWCASTLE	NEWCASTLE	BENWELL&	5405801	801		109 test road		NEWCASTLE	UPON TYNE				NEWCASTL	EUPON TYNE	NE16PA	9		test road	
1290167	10	NEWCASTLE	NEWCASTLE	BENWELLA	\$405801	801		110 test road		NEWCASTLE	UPON TYNE				NEWCASTL	EUPON TYNE	NE16PA	10		test road	
1290167	. 11	NEWCASTLE	NEWCASTLE	BENWELL&	£406801	801		111 test road		NEWCASTLE	UPON TYNE				NEWCASTL	EUPON TYNE	NE16PA	11		test road	
1290167	12	NEWCASTLE	NEWCASTLE	BENWELLA	1405801	801		112 test road		NEWCASTLE	UPON TYNE				NEWCASTL	UPON TYNE	NE1 GPA	12		test road	
1290167	15	NEWCASTLE	NEWCASTLE	BENWELL&	£405801	801		113 test road		NEWCASTLE	UPON TYNE				NEWCASTL	EUPON TYNE	NE16PA	13		test road	
1290167	14	NEWCASTLE	NEWCASTLE	BENNTLL&	5 405801	801		11d test road		NEWCASTLE	UPON TYNE				NEWCASTU	UPON TYNE	NET GPA	14		test road	
1290167	15	NEWCASTLE	NEWCASTLE	BENWELL&	£406801	801		115 test read		NEWCASTLE	UPON TYNE				NEWCASTL	EUPON TYNE	NE16PA	15		testroad	
1290167	18	NEWCASTLE	NEWCASTLE	BENWELL&	5 406801	801		116 test road		NEWCASTLE	UPON TYNE				NEWCASTL	UPON TYNE	NE1 GPA	16		test road	
1200107	17	NEWCASTLE	NEWCASTLE	BENWELL&	\$406801	801		117 test road		NEWCASTLE	UPON TYNE				NEWCASTL	EUPON TYNE	NE16PA	17		test road	
1220107																					
1290167	18	NEWCASTLE	NEWCASTLE	BENWELL&	5 406801	801		118 test road		NEWCASTLE	UPON TYNE				NEWCASTL	UPON TYNE	NE1 6PA	18		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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05 Direct Mail segmentation

Uploading your Data

My Account

My Profile

Company: N/A Member Number: L311724

Telephone: N/A Emgil:

Dashboard
 My Orders
 Delivery Address
 Template Drafts
 Approvals

My Data
 My Budget
 Freepost Orders
 Freepost Approvals

Welcome back

The second stage is to is 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.

All Approved

You have new approvals, please review them now

My Orders

My Orders

Order ID Ord

6963 27/03/2024

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.

My Data		
Nevigation Double: Thy Oracia Delivery - of Tempton Approved	My Data Lists Create your data list Please III in the required information below. Submit your details or	d confirm your payment information on the next step.
S My Data	Data Creation Method:	Contact Creator-
Freepost	List Name *	
	Contact Creator Filename *	xxxxxxxxxxxxxxxxxCAMPAIGNOUTPUT.csv
		Add

🕖 💷 🐃 💶 💴

Click on Create Data List.

My Data				8 0 (188) 1893/187	• •• ••
Navigation					
A Dashboard	My Data Lists				Create Data List
🐂 My Orders	List Name	List Source	Date Created	Number of Powe	Action
Delivery Address Book	Liot Humo	List bour oo	Dato oroatoa	Humber of Kows	Action
🕑 Template Drafts			No data lists created.		
 Approvals 					
S My Data					
🖬 My Budget					
Freepost Orders					
Freepost Approvals					

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

avigation		My Data Lists				Create Data List
🖨 Dashboard		iny Data Lists				Citato Bata List
T My Orders		Example_Contact_cree	ator_Outpu	Upload (Complete!	
B Delivery Address Book		t.csv				
🖻 Template Drafts		List Name	List Source	Date Created	Number of Rows	Action
 Approvals 			001	07/05/2024 12/22/19		
🛢 My Data	(2)	TEST	Example_Contact_creator_C	04/12/22	19	Action
My Budget	\smile		-			
Freepost Orders						

£ 0.00

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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.

≋Labour con	nects Type product name o	r keyword Q		E 38.00
	Cailing Cards Short Campaign Direct Mail Leaflet Postas Vole Newsletters & Tabloids Pestras & Correx Stationery Persuasion Pathways Social Media Freepost Banners & Display Items Downloads	AA Single Sided Mailing	Double ed bing AS set Moler	
Use our professiona Use our professiona tempting in celetal use of the source of the comparison of the source of the opprovent	gn ly designed your perfect quickly and receive ys "Subject to	mented Direct Mail pur direct mail templates to create ple layouts and make your direct personalised to match your data. It receiving the cheapest postage	Upload your Artwoo Upload your own artwork o from our competitive print delivery times. Process get i any questions on how to su up.	rk Ind benefit prices and n bouch with at your design

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.





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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).

Version saved		
Versions		Promoted by:
VERSION 1 - PERSUADE	S Edit	TEST
	4 - 2Add	Select data file to upload

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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05 Direct Mail segmentation

2

Uploading data and adding rules

Versions		Promoted by:
VERSION 1 - PERSUADE	🖋 Edit 🖥 Delete	TEST
VERSION 1 - PROMISE	🖋 Edit 🖥 Delete	Select data file to upload
	Add	Upload your csv containing your data. Please make sure each fields match the fields relating to the template.
Select your rules for the template		You can add new data files to this list by going to your account area and managing your data files.
Import Rules		select data source 🤧 🚺
Please specify the import rules for the data by selecting from the rules below. Define default version: VERSION 1 - PERSUADE		Next step: Preview 😜
	2 - OAdd Rule	Save as Draft 🔒

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.

Select your rules for the template Inport Rules Marks a possible the import rules for the data by selecting from the rules below. Define defoult version:		
Import Rules Process specify the import rules for the data by selecting from the rules below. Define default version • vers	Select your rules for the template	You can add new data files to this list by going to your account area and managing your data files.
Please specify the import rules for the data by selecting from the rules below. Define default version	Import Rules	TEST
Define defout version © VERSION I – PERSUADE - 1 4 Rule Name / Leversion: Velue 3 Save as Draft B PROMISE 0 Add Fraumeer Column Comparison Velue Column Comparison	Please specify the import rules for the data by selecting from the rules below.	
Rule Name / Plennes Nav Use Version: festionit - secures Column Comparison Verba Securetion identifier equal to PROMISE Column Comparison Verba Securetion identifier equal to Comparison Verba Securetion identifier equal to Comparison Verba	Define default version: VERSION 1 - PERSUADE	Next step: Preview 8
Use Version:	Rule Name 🖋	Remove Rule V
Column Comparison Value Seaction identifier d lequal to PROMISE O Add Parameter	Use Version: VERSION 1 - PROMISE	
Belection identifier i Inquisito PROMISE	Column Comparison Value	•
Add Parameter Add Parameter	Selection identifier equal to PRC	OMISE
Q Add Bule		Add Parameter
		Add Rule

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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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.

潟Labour cor	Type product name or keyword	
A	Choose A Design 🛩 Global Assets Ethical So	urcing Meet The Team News Contact Us
Choose a design from our wide range of I	templates 2 Choose your optic	ns Edit your design a quantity guickly and easily with our online tool
Choose Printir	ng Options	Download Only
Format	44 lpp •	To download your design click on the button below. From there you will be able to
Delivery Method	Hand Delivery 🔶	Printed by:
Turnaround	\$tandard 🔶	"Printer Name" at "Address"
Data Merge	am using a Connects Template	Add to Brisket
Quantity	19 (from uploaded file)	Add to busket
Price	£ 2.85	
	Add to Basket	

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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).



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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).

Campaign Groups				
Group Name	Region	Date Created	Budget Balance	Action
Campaign NE	Kendal	08/10/2024 16:16:17	£O	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.

Add a new Campaign Group				
Please fill in the required information below.				
Group Name				
Region Name	East Midlands *			
	Add			

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.

All users for Campaign "CHESHAM & AMI	ERSHAM"	2 Add Users
User Name	Email Address	Action
CLP Flex4 (Admin)	clp1@flex4.co.uk	Action Y
CLP Flex		

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

Add a new User				
nsert User Email	Type user email			Make Admin Add
User Name		Email Address		Action
CLP Flex4 (Admin)			Action 🗸	
CI P Elex			Action	



VISA 💽

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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).

Add a new User			•
Insert User Email	Type user email		2 Make Admin Add
		Email Address	Action
User Name			
CLP Flex4 (Admin)			Action

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).

Add a new User		
Insert User Email	Type user email	Make Admin Add
User Name	Email Address	Action
CLP Flex4 (Admin)		Action V
CLP Flex (Admin)		Action V
		L×Remove User • 3

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

User Name	Email Address
Standard Flex4 (Admin)	standard@flex4.co.uk
National Flex4	nationall@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.



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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.

aved Drafts					
Jser	Save Date	Template Name	Туре	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 Desian	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).



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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.

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.

А	ssign Draft to a Campaign Group:	
No Campaign Gro	up	ŧ
Reference:	Save As o- 1	-

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. 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).

ease select either a C	CLP or a ward	
CLP	Ward	Campaign Group
Type CLP Name	Type Ward Nam	ne 2 Select Campaign
		Proceed to checkout 🔿





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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:							
Pay via Secure Payment Pay via Personal Budget Pay via CLP Budget							
Amount to spend: £ 114.00	Current Budget: £ 7417.65	Amount to spend: £ 114.00	Current Budget: £ 0.00	Amount to spend: £ 114.00			
O Proceed with this payment method	O Proceed with this payment method O Proceed with this payment method		Not enough budget. Add Budget				
				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.**

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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.

- 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.

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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.

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09 Connects terms explained

Ірр	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.
2рр	2 pages – for example a small leaflet with just the front and back printed.		
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.	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.
Bespoke	A non-standard template item of print. These can still be printed by us but can be different in terms of design.	Foamex	These are more opaque and heavier than correx. They can't be used outdoors and are most usually used at events.
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.	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!
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.		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.
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.	Freepost	
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.		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.

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- 05 Dire seg
- **06** Car
- 07 Lab
- 08 Deli
- 09 Con expl
- 10 Furt

09 Connects terms explained

r artwork ted by us	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.
ct Mail mentation	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.
/ use our Connects	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.
very times		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.		From a financial perspective, this is when the items you use must be accounted for and cannot surpass the candidate's allowed election spend.
			Tabloid	This piece of print will be in the style of a small newspaper.
nects terms lained	Imprint	Imprint example: Printed by PRINTER NAME at PRINTER ADDRESS. Promoted by AGENT at ADDRESS on behalf of CANDIDATE at ADDRESS.		1
her support		The imprint can be formatted differently, for example if the candidate and agent are both using the local Labour Party office as an address.		
	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.		

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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