
Introduction

No room for complacency

The polls may show Labour in the lead and suggest their victory is in the bag, **but we cannot take anything for granted.** When people believe the results are already decided, they are less likely to vote. Given our current political instability and widespread voter apathy, many could change their minds or stay home.

UNISON members and activists will be crucial in this election. While we may not single-handedly swing the results, our collective efforts can help end the Tory government that has imposed austerity and led to the biggest fall in living standards since records began. **Your role is crucial and your actions can make a significant difference.**

This guide is to show you how you can play your part in UNISON's election campaign.

UNISON's General Election Campaign

Our campaign aims for a coordinated approach across the union, using both the Labour Link and Campaign Fund, and incorporates the flexibility needed for effectiveness in the devolved nations.

There are four strands to the campaign:

1. Communicating election issues to members
2. Supporting Labour nationally and target constituencies via Labour Link
3. Targeted political advertising
4. Providing activists with support and advice about how to get involved

This guide focuses on the fourth strand.

Getting involved

We need as many members and activists as possible to join the campaign. Here's how you can help...

1 Volunteer for Labour

To defeat the Tories, Labour must win seats, and your help can make this happen.

UNISON is affiliated with Labour and has campaigned for policies that benefit members. This work, led by activists and organised under Labour Link, has helped develop Labour's New Deal for Working People, which promises:

- > Minimum wage increases linked to the cost of living
- > Scrapping zero-hours contracts
- > Closing the gender pay gap
- > Insourcing public services
- > Extending collective bargaining
- > Workplace access for trade unions

Labour also commits to addressing challenges faced by the NHS, creating a National Care Service, and investing in public services.

Labour will contest every constituency in England, Wales, and Scotland. For Labour to win on 4 July, we must focus on constituencies where we have the best chance of succeeding. Your local Labour party will advise you on how you can make most difference.

Volunteering can seem daunting, but UNISON members are always welcomed and supported.

Activities include:

- > Leafletting
- > Sharing social media posts
- > Displaying posters
- > Canvassing
- > Stuffing envelopes
- > Working on telephone banks
- > Driving

Your UNISON regional organisers or your branch can connect you with Labour Link contacts about volunteering. You can also sign up to volunteer online at volunteer.labour.org.uk

2 Support Hope not Hate

UNISON partners with Hope not Hate and other anti-racist, anti-fascist campaigns to fight racism and the politics of hate. Despite past successes against groups like the BNP, right-wing populism and other parties like Britain First and the British Democrats still pose threats. Hope not Hate played a vital role in the May 2024 local elections by exposing far-right candidates. They plan to intensify their efforts for the 2024 General Election.

Volunteer with Hope not Hate at hopenothate.org.uk/volunteer



3 Ensure everyone is vote ready

Encourage friends, colleagues, and family to register and vote.

Discuss the issues at stake for public services and workers' rights.

Key points to talk about include:

Registering to vote

People who've moved must re-register. You can do this online with a National Insurance number or via your local council's electoral registration office. **The deadline for registering to vote is Tuesday 18 June.**

Postal voting

Apply online to vote by post if you can't make it to the polling station.

Postal voting makes voting easier. You can vote at a time that suits you, avoiding the hassle of queues or last-minute conflicts. You can also prevent the worry of being unable to find your ID on election day.

Evidence shows that postal voters are more likely to vote. **The deadline for registering for a postal vote is Wednesday 19 June.**

New voter ID requirements

Voters must show a photo ID. Acceptable forms include passports and driving licences. Those without valid ID can apply for a Voter Authority Certificate. Ensure everyone is aware of this new requirement, as it could disproportionately affect young, Black, and disabled voters. **The deadline for applying for a Voter Authority Certificate is Wednesday 26 June.**

UNISON materials to support this will be available, including postcards, posters, and shareable social media posts. Check the national website for updates.

Compliance with the Law

Political campaign spending is tightly regulated. UNISON's activities must be funded through the political fund. There are also strict caps on spending.

Regions and branches should not:

- > Hold public rallies
- > Jointly brand election-related campaigns
- > Pay for staff time related to campaigning
- > Produce their own election materials
- > Make donations to any campaign organisation

However, personal volunteering doesn't count as regulated activity.

UNISON, Labour and HOPE not hate materials that you will use as a volunteer will already be accounted for. For clarity, contact p.admin@unison.co.uk

Imprints

All printed and digital election materials must include an imprint to ensure transparency.

Branch, regional and national social accounts posting election-related content must include the following in the account bio:

National

UNISON – the UK's largest union. Need support? Call 0800 0857 857.
Promoted by UNISON, 130 Euston Road, NW1 2AY

Those posting in the devolved nations should use the appropriate variations.

Scotland

UNISON – the UK’s largest union. Need support? Call 0800 0857 857.
Promoted by UNISON, 14, West Campbell Street, Glasgow, G2 6RX

Wales

UNISON – the UK’s largest union. Need support? Call 0800 0857 857.
Promoted by UNISON, Custom House Street, Cardiff, CF10 1AP

Northern Ireland

UNISON – the UK’s largest union. Need support? Call 0800 0857 857.
Promoted by UNISON, Galway House, 165 York Street, Belfast, BT15 1AL

Next steps

Plan with your branch colleagues. Decide what you can manage and order the materials you need.

Useful links

- > [The Labour Party](#)
- > [Hope not Hate](#)
- > [Electoral Commission advice on voting](#)
- > [Government voter registration website](#)
- > [Operation Black Vote](#)
- > [Labour Unions](#)

Get involved now – every action counts!

