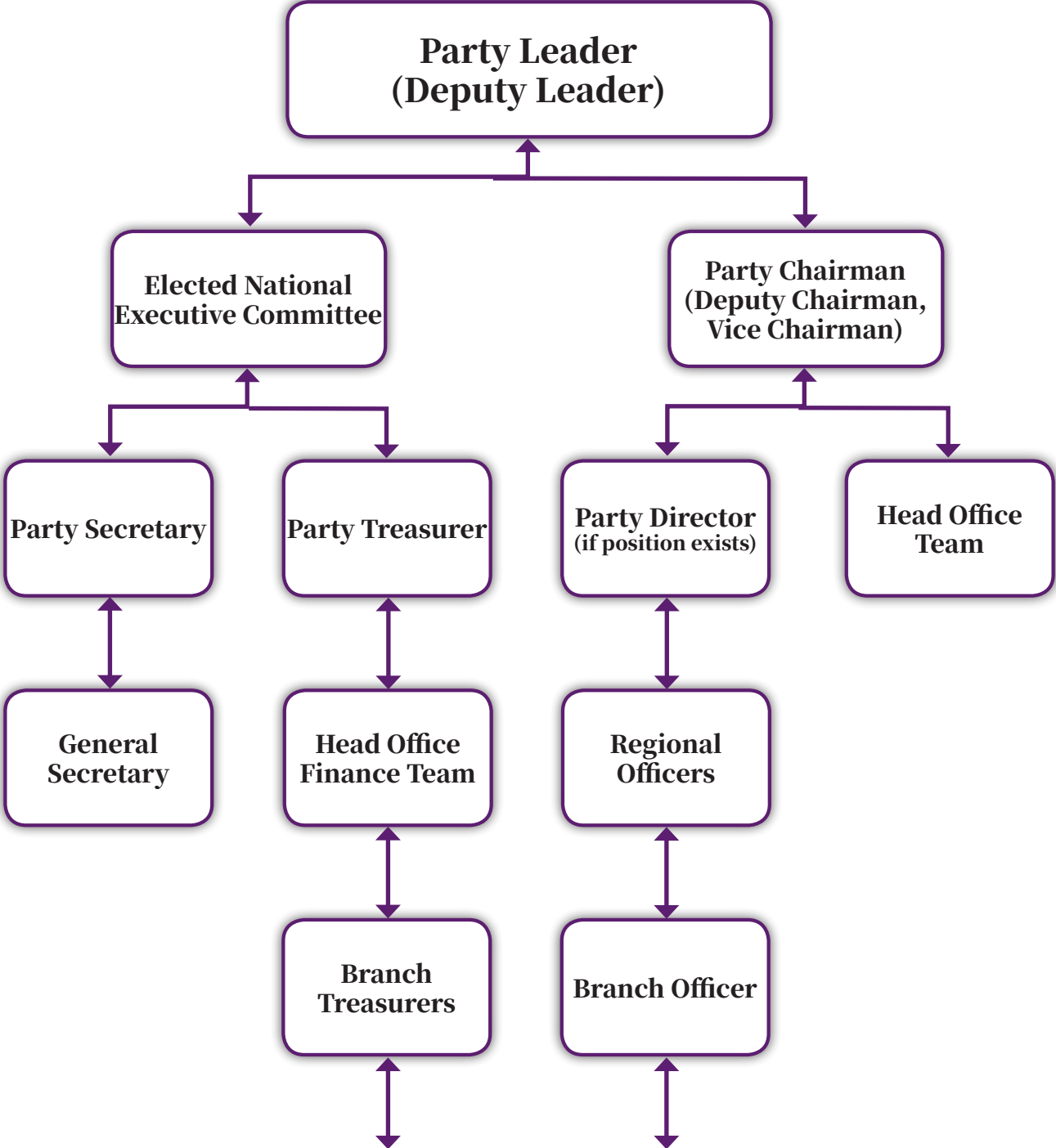




**BRANCH
OFFICER
HANDBOOK**

UKIP STRUCTURE



Branch Membership

BRANCH CHAIRMAN

Summary of actions you may need to take

Branch Meetings

The Chairman has principal responsibility for the direction of the branch and shall normally chair all meetings including the AGM.

Branch committees shall normally meet at least 6 times per annum, and shall be organised by the Branch Chairman, making sure that each meeting is planned effectively, and that members are provided with sufficient notification of details.

Matters are dealt with in an orderly, efficient manner. The Chairman must make the most of all his/her committee members and 'lead the team'. Meeting agenda should prioritise 3 items:

- Candidate selection
- Fundraising and campaigns
- Membership recruitment

Local issues should also be a topic for discussion. For example, if there is a problem with speeding cars, refuse collection, potholes, you and your branch could come up with a plan to use it as a campaign issue and help the community.

Candidate Selection

Branches are responsible for the recruiting and supporting of local and parliamentary candidates. It is considered good practice to have candidates prepared to stand in the event of a local by-election.

Chairs work closely with candidates to ensure that the right candidate has the strongest possible party support.

ALL candidates need to be vetted and should be directed to www.myukip.com to complete the vetting form. The branch chair or agent is able to complete the vetting form on behalf of the candidate with their permission.

Fundraising and Campaigns

Fundraising is essential for branch activities and campaigning. In order to run a successful branch you will need to buy leaflets, campaign materials and may also want to contribute towards a candidates nomination deposit.

Raffles, auctions, quizzes, group trips, lunches, dinners, 50/50 are great fundraising tools, but it's your call and you may have other creative ideas for your branch to raise funds.

You'll also need to coordinate local campaigning and canvassing. An all year-round presence in the community is vital for relationship building. Get to know and understand the local issues and communicate with constituents. It's also a good idea to leave something with a constituent, like a pen or contact card or something that will remind the constituent that you visited.

Membership Recruitment

Recruiting new members is never easy. People who want to get involved in local politics will most likely seek to find out who their local contacts are, but if they don't know you exist, it makes things a little more difficult:

Calling cards – drop these through letter boxes to let people know about the next meeting and be sure to leave an email address and phone number for potential new members to contact you directly.

Town stalls in shopping areas with lots of pedestrian traffic might also be a good idea.

Local supermarkets may let you have a space to set up a table but please be sure to have their permission first.

Bring a Friend Night – ask your members to each bring a friend to the next branch meeting. Collect names and contact information at the door. Have some drinks and snacks and give them the opportunity to ask questions, share ideas and get involved. Be sure to hand out some membership forms and pens towards the end of the evening and thank them for their time and input.

Social media – a Facebook page for your branch can be very useful in letting the community know you exist but it needs to be carefully used and updated regularly.

Notice boards – leave some information with local coffee shops, restaurants, take-aways, churches, gyms etc. This is also an opportunity to talk to business owners about UKIPs policy for small businesses.

Other responsibilities include:

Abiding by the party rules of procedure at all times. A copy can be found at www.ukip.org

GDPR – Any misuse of member data could result in legal action being brought against you. Please write to branch@ukip.org if you have any queries on data protection.

Disputes – attempts should be made to deal with these at local level. If they cannot, they should be handed to the Regional Officer to investigate.

The Committee – establishing and working with a committee of up to 8 members and ensuring it functions properly

To represent the organisation as its figurehead.

The Chairman may from time to time be called upon to represent the organisation and sometimes be its spokesperson.

Upholding party's platform. This includes educating others about party objectives and organising committees that will assist you.

Always bear in mind that the Chairman is the glue that holds the branch together.

BRANCH SECRETARY

Summary of actions you may need to take

- Ensuring meetings are effectively organised and minuted
- Liaising with the Chair to plan meetings
- Receiving agenda items from committee members
- Circulating agendas and reports
- Circulating approved minutes
- Checking that agreed actions are carried out
- Maintaining effective records and administration
- Filing minutes and reports
- Compiling lists of names and addresses that are useful to the organisation, including those of appropriate officials or officers of voluntary organisations.
- Keeping a record of the organisation's activities
- Keeping a diary of future activities
- Upholding legal requirements
- Acting as custodian of the organisation's governing documents
- Checking quorum is present at meetings
- Ensuring elections are in line with stipulated procedures
- Ensuring organisation's activities are in line with its objectives
- Ensuring company law requirements are met
- Liaise with Membership Secretary and other committee members as required
- Keeping a record of members' contact details, the original fee if paid to branch and any donations they have made

MEMBERSHIP SECRETARY

Summary of actions you may need to take

- Liaising with Branch Chairman, Branch Secretary and other committee members as required
- Keeping a record of members' contact details and updating Head Office of any changes or anomalies
- Being a point of contact for any members queries with regard to their membership
- Ensuring that members have been notified in advance of their membership expiration date
- Supporting the Branch Secretary with any other duties as required

BRANCH TREASURER

Summary of actions you may need to take

The Six Key Duties of a UKIP Branch Treasurer

UKIP relies on the untiring work of a host of volunteers. Without their efforts the party would not have made the great strides that it has – indeed it would hardly exist without the wonderful work that is carried out by our branch officers, their committees and active members. We appreciate all this effort and are very grateful indeed for it.

That said, UKIP has to conduct its affairs under the law (electoral law) and it's important that we try to explain to our workers their duties and responsibilities under that law. To that end, and from time to time, we intend publishing briefing notes for branch officers in UKIP to help them carry out their duties. We are starting with the duties of branch treasurers.

- 1. Changes of Branch Officer.** Immediately inform the central party (Lexdrum House – branch@ukip.org) of any changes to the officers or details of the accounting unit. Under electoral law this is one of the treasurer's responsibilities, although this can be delegated to the chairman or secretary. It must be done within two weeks of the change happening, to enable Lexdrum House to inform the Electoral Commission within four weeks of the change. Changes normally take place at an AGM so, please, make a note to deal with the changes the very next day. If these changes are not reported by Lexdrum House to the Electoral Commission within four weeks, the party will be fined.
- 2. Keep yourself informed and up to date.** Download or request from the Electoral Commission copies of the latest guidance notes that is relevant to accounting unit treasurers and familiarise yourself with the requirements.

- 3. Record-keeping.** In accordance with any guidance or framework laid down by the national party treasurer, set up and maintain accounting records capable of meeting the accounting record-keeping requirements of the Commission under the Political Parties Elections and Referendums Act 2000.
- 4. Accounts Preparation.** In accordance with any guidance or framework laid down by the party treasurer, set up and maintain arrangements for ensuring that annual statements of accounts for the party are prepared, approved, audited if necessary and submitted either to Lexdrum House or, if the turnover exceeds £25,000, to the Electoral Commission on time. If a treasurer needs to submit accounts to the electoral commission, please send them to Lexdrum House first so head office can check that the figure of reportable donations in the accounts agrees with the quarterly figures that have already been submitted. If in any doubt, ask Lexdrum House for a template that shows how to lay out the annual accounts.
- 5. Reporting Donations and Loans.** It is very important to deal with donations and loans correctly under electoral law and in accordance with arrangements laid down by the party treasurer. In principle this means answering the quarterly letters that you will receive from Lexdrum House (early every January, April, July and October) and doing so within a matter of days. The main party has to report to the Electoral Commission with a month, and this means collecting the details from over 380 branches, collating the information and submitting them in a prescribed format. It is a very exacting and demanding job and there are fines and even more serious consequences if the information is not reported on time. Please do not be a treasurer who lets the side the down over this. Why not set yourself a reminder to ensure that these quarterly letters are dealt with by return.
- 6. Elections, By-Elections and Referendums.** If required by the party treasurer, plan and budget for campaign or referendum expenditure and if authorised to do so, play a role in the administration and control of such expenditure.

Donations and Loans FAQs

What is a donation?

A donation includes cash, sponsorship, payments in kind, discounted use of an office etc with a value of over £500

Who can you accept a donation from?

You must only accept donations of more than £500 from a permissible donor. A permissible donor is an individual who is registered on a UK electoral register at the time of the donation or a UK registered company which is incorporated within the EU and carries on business in the UK. Please contact Head Office to refer to the Electoral Commission guidance for information regarding other permissible donors. You can also visit the electoral commission website for more information.

How can I check if a donor is permissible?

In the case of an individual, contact the donor's local council, ask for electoral services and check that they were on the electoral register at the time of the donation. Even if the donor confirms they are on an electoral register, you still need to check. In the case of a company check, you can go to www.companieshouse.gov.uk to see the register. Please contact Head Office if you have any concerns.

What if we receive an impermissible donation?

If, after checking you have found that a donation is impermissible. You must return it to the donor within 30 days. If you don't know who the donation is from, you must send it to the Electoral Commission.

What records do I need to keep?

You must record the value of the donation and the donors name and address

How do I report to Head Office?

Before the end of each calendar quarter, Head Office will send you a quarterly return form. You must use it to report any donation in excess of £500 within 13 days on the quarter end. If you have no donations to report, you must still return the form confirming that donations have been received.

You can request a full Treasurers' Information pack (Donations Report, Public Liability Insurance Certificate, Treasurers' information etc) by sending a request to branch@ukip.org

Keeping Branch Accounts

At the end of each year, Head Office will request annual accounts for the year to 31 December. You will be sent a standard layout for submitting your branch accounts early in January.

Your accounts should include cash transactions as well as those not involving cash eg. Free use of an office. Non-cash donations should be reported at market value as “Notional Income” and “Notional Expenditure”.

If your income or expenditure for the year exceeds £250,000 your accounts will need to be audited by a qualified auditor.

If you have any queries, please do not hesitate to contact Head Office.

There is also lots of information available at;

www.electoralcommission.org.uk

UKIP COMPLIANCE WITH GDPR INSTRUCTIONS FOR DATA PROCESSORS (BRANCH OFFICERS)

All Branch Officers will be regarded as Data Processors. A Data Processor is responsible for processing personal data and responsible to the Data Controller (Regional Officer).

As a Data Processor under the GDPR (General Data Protection Regulation) you have specific legal obligations; for example, you are required to maintain records of personal data and processing activities. You will have legal liability to inform your Data Controller if you are responsible for a breach. What you need to do:

1. Branch Officers should ensure they download an updated copy of the Membership list for their Branch and delete any previously held data. A copy of your Membership List will be available from the 1st June 2018 via the MyUKIP website <https://www.myukip.com/> thereafter you will need to request an updated copy.
2. Membership Lists will include extra columns showing the members who have given their consent to receive information under the following categories:
 - a. Conferences, Events or Promotions
 - b. Fundraising, Appeals or Raffles
 - c. Newsletters and Magazines
 - d. Party Updates and Policies
3. Members will also have given their preferred contact method: Letter (Mail), Email or Telephone (Call).

4. When sending out a Branch Communication you must ensure that you record the legal justification (compliant with the Member's preferences) together with the subject and date of the communication. A spreadsheet (Communication Log) is attached to help you.
5. Communication logs must be sent to your Data Controller at the end of each month.
6. If you make a mistake or receive a complaint you **MUST** report this to your Data Controller (Regional Officer or Regional Chairman) within 48 hours.



UK Independence Party Head Office

DECLARATION BY PERSONS IN RECEIPT OF BRANCH DATABASES

I declare that all membership, enquirer and supporter information supplied to me in paper format or electronic format shall be used solely in connection with the running of the UK Independence Party Branch/Constituency Association to which they relate and that this information shall under no circumstances be passed to any other person or organisation without written permission from the Party Secretary (PS).

The main purpose of the use of the database shall be to enable the Branch Secretary or other authorised personnel to communicate with members, enquirers and supporters in the Branch/Constituency Association.

I understand that if I do not amend the database supplied to me I do not need to register with the Information Commissioner (IC), but that if I do amend or add to the database, I should register with the Information Commissioner, and will be liable for the cost of the registration myself. It is noted that it is illegal under the Data Protection Act for me to amend the database in any way unless I first register with the IC at my own expense.

I understand that improper use of this information is an offence under the Data Protection Act 1983 and subsequent amendments and that I may be liable for civil and criminal offences for any breaches of the Act for which I am responsible. I may be liable to pay damages to the UK Independence Party for contravention of this declaration.

I understand that this information remains at all times the property of the UK Independence Party (UKIP) and must be surrendered to the PS on the instructions of the PS which may be the result of matters including voluntary or involuntary termination or suspension.

In the event of that I am asked to return the database to the PS, I agree with immediate effect not to disclose any of the database records or to bulk transmit information relating to UKIP.

If I am or become a member of the UKIP I undertake not to use any information contained therein if my membership to the UKIP should terminate for any reason, including resignation and withdrawal of my membership, and in which case I will immediately, and within 7 days return the database to the PS. In the event of withdrawal of membership this paragraph shall come into effect once such notice has been communicated to me. In the absence of a PS then the PS shall be substituted by the PARTY CHAIRMAN of UKIP.

All below sections must be completed:

Title..... Full Name (in caps).....

Address.....

.....Post Code.....

Contact Phone Number.....Email.....

Membership Number..... Expiry Date.....

Branch Officers are also Data Processors and are required to be acquainted with the 'UKIP Compliance for GDPR for Data Processor' manual.

Position to which you have been appointed:

Chairman Secretary Treasurer Membership Secretary

Ward/Constituency/Branch.....

Signature.....Date.....

This form is valid for a maximum of twelve months from the date of signature.

As confirmation of your appointment a counter signature is required, this must be an existing Branch Officer:

Counter Signature Name.....Position.....

I have read and understood the 'UKIP Compliance for GDPR for Data Processor' manual and will abide by it.

Signature.....Date.....

Please return the completed form to: UK Independence Party, PO Box 408,Newton Abbot TQ12 9BG
Revised May 2018

UKIP CORPORATE LOGO/COLOURS

UKIP Purple:

CMYK: Cyan 69 / Magenta 100 / Yellow 0 / Black 2

Pantone: 2603 C RGB: 116 49 130 HEX/HTML 743182



UKIP Yellow:

CMYK: Cyan 0 / Magenta 0 / Yellow 100 / Black 0

Pantone: Yellow C RGB: 254 221 0 HEX/HTML: FEDD00

Official Font: Interstate

(if you don't have it, a good free to use alternative is Open Sans via <https://fonts.google.com/specimen/Open+Sans>)

Legal Imprint

If in doubt add the following to all print.
"Printed by (insert print company name and address). Published & promoted by (insert Agent or candidate name) on behalf of UKIP (insert local address)."

Don't do any of these things..



WEBSITE & SOCIAL MEDIA GUIDELINES

If you are a branch official or even a UKIP member helping to support the branch with websites or social media, please carefully consider the following **3 points of guidance**:

1. Disclosure

Your honesty (or dis-honesty) will be quickly picked up by users of social media. Please always remember that you are representing UKIP in accordance with the Party rules. Failing with this could easily lead to legal action being brought against you personally.

- **Be Transparent:** Use your real name, identify that you represent UKIP and be clear about your role.
- **Be truthful:** If you have a vested interest in something you are discussing, be the first to point it out and be specific about what it is.
- **Be yourself:** Stick to your area of expertise and write what you know. If you publish a website outside of UKIP's official domains, please use a disclaimer: "the postings on this website are my own and don't necessarily represent UKIP's policies, positions, strategies or opinions."

2. Protect

Be sure to protect your own privacy. Remember, if you're online, you're also on record. Everything on the internet is public and searchable.

- **Don't tell secrets:** Never reveal confidential information. If you're unsure, check with UKIP press office. Off-limit topics include litigation, non-published financials and unreleased policy information. Please respect and protect the UKIP brand wherever possible.

- **Play nice:** anything you publish about anyone must be true and not mis-leading. All claims must be substantiated proven. Again, anything outside of this is likely to result in legal action being brought against you.
- **Don't overshare:** Your posts are more likely to get noticed if you limit them to 2 or 3 a day. Posting every hour is likely to turn readers off.

3. Common Sense

Perception is reality and in online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a UKIP member, you are creating perceptions about your expertise and about UKIP.

- **Add value:** There are millions of words out there – make yours helpful and thought-provoking. Build community by posting content that invites responses then stay engaged. You can also broaden dialogue by citing others who are writing about the same topic and allowing your content to be shared.
- **Keep it cool:** Try not to get drawn in to unproductive online rows. Frame your points by inviting differing points of view without provoking inflamed reactions. You don't need to respond to keyboard critics with retaliation so please be careful and considerate.
- **Mistakes are made:** If you make a mistake, don't worry, just admit it. Be upfront and quick with your correction. There's no harm in modifying a post, just make it clear that you have done so. If people can't trust you to own up to a mistake, you will lose credibility.
- **Think twice:** If you think something you post could cause any kind of embarrassment to yourself or the Party, please think again.

CANDIDATES PROCESSES AND PROCEDURES

Local Election Candidates

1. Identify candidates
2. Candidate to complete online vetting form at myukip.com although branch chair or agent may complete on their behalf with their full information and permission
3. Get nominations
4. Notify Delegated Nominating Officer and request signed certificate of authority
5. Schedule appointment with election office to submit documents. There is no deposit to pay for local election candidates.
6. Campaign

Parliamentary candidates

1. Identify candidates for constituencies covered within your branch
2. Candidate to complete online vetting form at myukip.com although branch chair or agent may complete on their behalf with their full information and their permission
3. Candidate to complete full parliamentary application form at www.myukip.com (Candidate is required to upload copies of CV, a good photo and proof of ID)
4. Attend parliamentary assessment
5. Organise hustings or adoption meeting as instructed by Head Office
6. Get nominations
7. Notify Delegated Nominating Officer and request signed Certificate of Authority
8. Schedule appointment with election office to submit documents and deposit
9. Campaign

There are lots of helpful documents available at electoralcommission.org.uk

NOMINATING OFFICERS

The only reason why political parties exist is to allow them to stand candidates in their name for public office in elections. Without candidates a political party is merely a pressure or lobby group.

Electoral Law requires that each political party appoints a Leader, a Party Treasurer and a Nominating Officer. The role of the registered (National) Nominating Officer is to authorise people to stand in the name of the Party.

“The primary function of Branches is to select and support candidates for local, Parliamentary and other kinds of elections, recruit new members, raise funds and generally to promote the Party and its policies” . (Rule B.1.5). Note that the selection and support of candidates is listed first, implying that this is the most important function of a branch.

There are over 21,000 councillors in the UK and if UKIP were to stand candidates in all of them then the registered Nominating Officer could not be expected to nominate every candidate. Therefore, the registered Nominating Officer (or National Nominating Officer, NNO) appoints deputies, called Deputy Nominating Officers (DNOs).

The authority of a Deputy Nominating Officer is indicated by a certificate issued by the National Nominating Officer. The authority will be limited by:

- (i) Area in which they can authorise candidates, this will be listed by local authority area (not by Parliamentary Constituency or branch areas);
- (ii) The time period, all certificates expire and need to be renewed periodically; and
- (iii) Type of election, although currently all Deputy Nominating Officers’ certificates are for all elections in their area (within the authorised time period).

Elections are managed by the staff of a Returning Officer. There is one Returning Officer in each of the ‘2nd tier council (which are normally District, Borough, London Borough, Unitary, or Metropolitan Borough Councils). Returning Officers are generally ‘figureheads’ and in practice elections are run by the staff in the council’s Electoral Services department (or similar title). Therefore, the important person in the council is the Electoral Officer (who at the time of elections is normally a Deputy/Assistant Returning Officer).

In UKIP we have two types of Deputy Nominating Officers: **Local** and **Regional**.

Local DNOs have two functions:

- a) They are expected to make contact with the electoral officers in the 2nd tier councils in their area to form a working relationship (and

hopefully be informed at an early stage that they is a by-election shortly to be announced).

- b) To assist members in getting approved as local candidates; to assist the branches in their area in selecting their local candidates; and to help the candidates with the actual nomination process (they are not there to merely sign a piece of paper).

Regional DNOs are appointed to act as a backup to the local DNO in case the local DNO is not available to authorise a candidate; they are not expected to contact local authority officers. So each local authority

Electoral Officer will only have one person in UKIP whom they should deal with, i.e. the local DNO.

The Party (UKIP) has created rules (in its rulebook and constitution) which mean that only fully paid-up members of the Party may stand and that all candidates must be approved by the Party for the type of election where they are standing (Rule R.11).

In general there are two types of approved candidates: those who can stand for Parliamentary Elections; and those who can stand for local elections (normally to be a councillor). Elections to Mayoral, Assembly, Police and Crime Commissioners and devolved Government positions will be covered by different procedures. However, once selected those candidates will be authorised by the relevant Deputy Nominating Officer.

When authorising a candidate to stand the Deputy Nominating Officer must sure that all candidates that they authorise they **MUST BE**

ON THE APPROVED LOCAL OR PARLIAMENTARY CANDIDATE LIST BEFORE THEY AUTHORISE THEM (Party officers can provide DNOs with access to that list if required).

Authority to use the Party's description on nomination papers at elections within the branch's parliamentary constituencies and local government boundaries is the responsibility of the relevant (local) Deputy Nominating Officer (Rule B.6.1).

The use of the Party's emblem is actually the choice of the candidate but since the emblems available are limited, the choice is fairly obvious. To avoid doubt the normal emblem is indicated by the words:

“a pound sterling sign with the letters UKIP through the middle” [Emblem id 101]

However, there is a Scottish Emblem which has the words:

“a pound sterling sign with the letters UKIP Scotland through the middle” [Emblem id 102]

In order to authorise a candidate the Deputy Nominating Officer will need to complete and sign (in ink, i.e. no scanned signatures) Section 4 of the candidate's nomination pack, i.e. the Certificate of Authorisation. The details required are:

- The name of the area where the election is taking place (i.e. ward, division, or constituency) [This must match that shown in the Notice of Election which would have been issued by the local authority.]
- Date of election
- The full name of candidate [This

must match the candidate's name as shown in Section 1a of the candidate's nomination pack.]

- The full name of the Party [Which is 'UK Independence Party (UKIP)']
- The Party Description that the DNO is authorising the candidate to use [This must match the Party Description shown in Section 1a of the candidate's nomination pack. By the way all details shown in Section 1a must be completed BEFORE the first of the 10 nominator/second/asserter signatures have been obtained. Candidates must not add that information after the first signature has been obtained. See below for list of Party Descriptions available.]
- Signature of the Deputy Nominating Officer [This must be in ink, It is advise to use blue ink in order to show that it is ink and has not been scanned.]
- Name of person signing this form: [Name of the Deputy Nominating Officer]

For the Party Descriptions most candidates should use:

UKIP

UK Independence Party (UKIP)

However, the following descriptions can be authorised:

UK Independence Party

UK Independence Party Wales

UKIP

UKIP Wales

UK Independence Party Scotland

Say no to European Union

UKIP - Scrap HS2

United Kingdom Independence Party

UKIP Scotland

UK Independence Party (UKIP)

It is intended that the following Party Descriptions will be added to the available list:

Leave means Leave

Stand Up 4 Brexit

In Wales the following translations can be used instead of the England descriptions shown above:

Plaid Annibyniaeth y DU

Plaid Annibyniaeth y DU Cymru

UKIP Cymru

Please note that "United Kingdom Independence Party (UKIP)" is not an available Party Description.

UKIP SHOP

www.ukipshop.org

The UKIP Shop is also available via the main ukip.org website and MyUKIP. It has all the campaign essentials plus items that can be personalised, such as pull up banners etc.



UKIP Standard Pop-Up Banner
£60.00



Hi Vis Jacket
£10.00



Highlighter
£2.00



Pewter UKIP Logo Badge
£15.00

CAMPAIGN LITERATURE

Most national leaflets can usually be ordered for free plus a delivery fee. Contact Head office at mail@ukip.org where they will be able to let you know what is available.

There are also templates which can be personalised, printed and delivered by our trusted print company Printbridge.co.uk. They have a secure UKIP print portal www.ukiplocalprint.co.uk where you can personalise approved templates online. These templates are a great way to let constituents know who our candidates are.

TIPS FROM OUR MEMBERS

Street Stall Planning

CHECKLIST: UKIP STREET CAMPAIGN

BRANCH _____

WEATHER _____

REFERENDUM VOTE: _____ LEAVE _____ REMAIN _____

RULING PARTY: _____ MP _____

CouncilLeader _____

CHAIR/ORGANISER: _____

CONTACT DETAILS:

email: _____

telephone: _____

MEETING PLACE: _____

MEETING TIME: _____

VENUE: _____

ROADSHOW ERECT/DISMANTLE TIME: _____

AUTHORISED BY: _____

SECURITY _____

POLICE INFORMED LOG NO. _____

CONFIRMED MEMBERS ATTENDING_

MOBILE

:

TIPS FROM OUR MEMBERS

Courtesy of Gail Cawthorne

EQUIPMENT

CURRENT HOLDER _____

NEXT VENUE: _____

1 x GAZEBO _____

4 X FLAG POLES + FLAGS 2 X UKIP, 2 X UNION,

TABLE: _____

BANNERS: _____

BALLOONS: _____

BUNTING: _____

MEGAPHONE: _____
(and batteries)

SELECTION OF SOUND BITES FOR MEGAPHONE _____

CRIB SHEETS FOR MEGAPHONE _____

LITERATURE:

2 X COPIES INTERIM MANIFESTO _____

LEAFLETS: _____

MEMBERSHIP FORMS: _____

PENS: _____

CLIPBOARD: _____

BADGES; _____

CAMPAIGN BOX

<i>Rope</i>	<i>Ball of string</i>	<i>cable ties</i>	<i>Gaffa tape</i>
<i>Sellotape</i>	<i>50 drawing pins</i>	<i>hole puncher</i>	<i>stapler</i>
<i>scissors</i>	<i>screws and nails</i>	<i>pegs</i>	<i>2 clamps</i>
<i>multitool</i>	<i>small bottles of water</i>	<i>hand wipes</i>	<i>Tissues</i>
<i>hand sanitiser</i>	<i>basic First Aid Kit</i>	<i>Bin liner (for rubbish after event)</i>	

TIPS FROM OUR MEMBERS

Event Planning Checklist

The Great EU Escape – DIY Patriot Handbook for Proud Team Free GB members

Simple Event Planning Checklist on EU small or big events

Use to help prepare (Plan = should be included, Do = included, Check = how well done on the day).
Easy to get it off PAT. Add extra sheet(s) to make notes of things to do or check etc.

Ref	Description	Plan	Do	Check
1	PAT, (to deliver success on the day and a professional touch) Preparation and Planning Attention to detail, (run more smoothly on the day) Training, practice (re-visit plans often)			
2	Ask what is purpose of event? How will you measure success? Who are the target audience? Will target audience want to attend this event? At convenient time? Do other events provide better 'Bang for the (money/effort) Buck'?			
3	Resources and Budget (and Plan B, plans if things don't go to plan) People (to help) and money (for event), how will you get them?			
4	Event Planner and (day by day) timeline for the Event Including on the day and follow up			
5	Build friendly, trusting relationships with 'partners' to get job done			
6	Facilities what you need to beg, 'steal' or borrow Chairs (for everyone), Tables for door and literature display Speakers (mic, table, lectern, stage, water jug, glasses, projector etc) Visual Props, posters, forms, leaflets, reports, books, flag etc Tickets, float if charging admission			
7	Making it exciting, different and relevant			
8	Publicity (and a Buzz) to attract audience (free/cheap is first choice) Posters, leaflets, editorial, word of mouth, adverts, invites etc			
9	Officialdom as necessary, notify, get permission from: Local council, police Property owner Find out what you are not allowed to do on the day			
10	Health and Safety Public Liability Insurance Emergency facilities, telephone numbers, first aid, evacuation Access, seating and layout plan, car parking and directing flow			
11	Co-ordinate messages of several speakers – no important gaps			
12	Prepare Welcome speech – purpose, what will happen Maybe ask, who wants to leave/stay in EU?			
13	Prepare summing up speech, vote of thanks, call for action , signpost Ask at end – is there any reason why you can't Vote for Leaving EU? Maybe ask, who wants to leave/stay in EU now?			
14	Follow up, thank you letters, lessons learnt recorded (for next time)			

TIPS FROM OUR MEMBERS

Courtesy of Nigel Moore

The Great EU Escape – DIY Patriot Handbook for Proud Team Free GB members

Sources of Information/Ammunition

ExEU Vision

Quotations

Posters and Independence Icons

Leaflets

The Great British Story Reborn Series of single sheets

Many materials can be printed at home – cheap and cheerful is better than nothing

Some Useful Websites for further/in-depth information and Analysis

Better Off Out - <http://www.betteroffout.net/>

Campaign for an Independent Britain - <http://campaignforanindependentbritain.org.uk/>

EUReferendum.com - <http://eureferendum.com/default.aspx>

Leave Alliance - <http://leavehq.com/>

The Bruges Group - <http://www.brugesgroup.com/>

The Freedom Association - <http://www.tfa.net/>

Theory and More Advance Concepts

This situation is evolving. Continuous improvement and innovation are needed against the rich resources of the (Remain) Stay Campaign. More stuff (not quite rocket science) is available but the basics still apply.

The more innovative the event and different the more exciting (or cool) it becomes



BRANCH OFFICER HANDBOOK

ukip.org
0333 800 6 800
mail@ukip.org
@UKIP