



The Progressive Technology Project presents a

REVERB Online Webinar

Behind the Curtain: What non-profits can learn from the Obama Campaign's online strategy

with

Katherine MacKenzie, M+R Strategic Services

ReadyTalk Call info: 1-866-740-1260; Access code: 7242600





Online Tactics & Success

An Examination of the
Obama for America New
Media Campaign

Katherine Mackenzie

**“Propelled by Internet,
Barack Obama Wins
Presidency.”**

– *Wired*, November 4, 2008

“How Obama’s Internet Campaign Changed Politics.”

– *The New York Times Bits* blog,
November 7, 2008

“There’s nothing more valuable than a human being talking to a human being. Nothing.”

– David Plouffe, Campaign Manager

KEY FINDINGS

The Bad News



M+R

STRATEGIC SERVICES

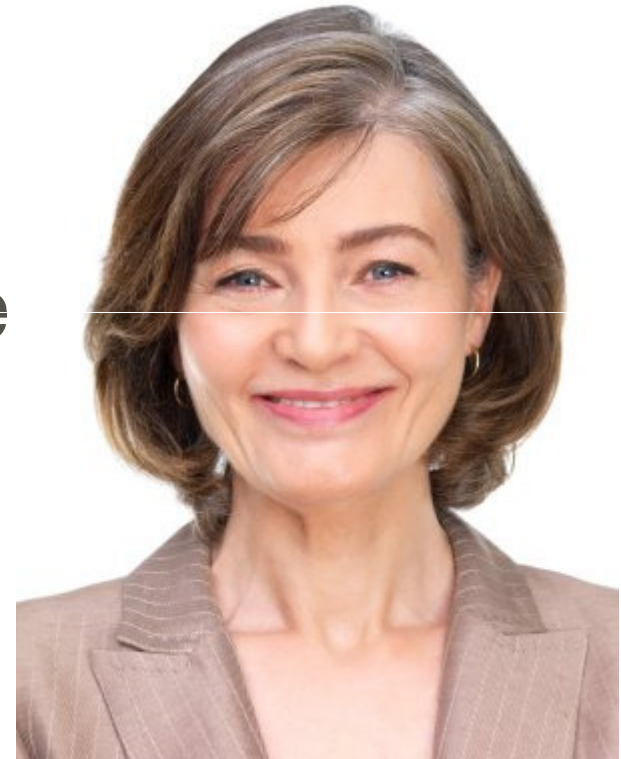
The Good News

“The real drivers were old school. They were email. And they were web.”

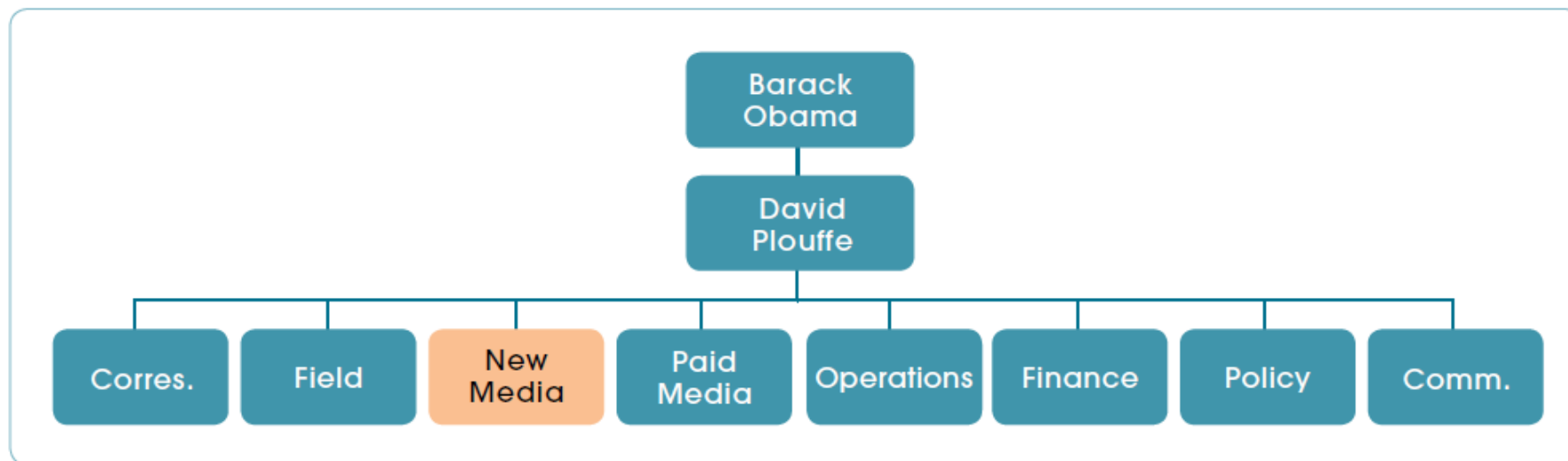
– David Plouffe, Campaign Manager

Side Note

- Youth Voters? Maybe.
- **Youth Volunteers? Not so much.**
- Typical Volunteer / Online Supporter: 50+



STAFFING





OR

Google™

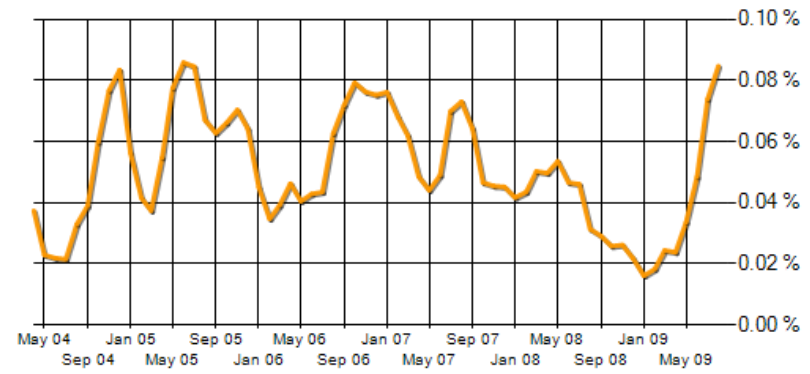
CNN.com

facebook.



Staffing: Key Hires

1. Creative Team Leader
2. Writer
3. Testing & Analytics
4. Super-Geek



RECRUITMENT

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BarackObama.com

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BarackObama.com

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WELCOME

Become a part of the largest grassroots movement in the history of presidential politics.
Make a donation now, and own a piece of this campaign.



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CHANGE
WE CAN BELIEVE IN



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FIRST
TO KNOW
OBAMA'S VP
VIA EMAIL

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[Joe The Plumber's Concern](#)

[JohnMcCain.com/JoeThePlumber](#)

Watch Barack Obama Answer America's Concerns About Wealth Distribution

[Joe the Plumber's Tax Cut](#)

[TaxCut.BarackObama.com](#)

Learn Exactly How Much Money You'd Save With Barack Obama's Tax Cut!

Related searches: [joe the plumber seattle](#) [joe the plumber houston](#)

News results for [joe the plumber](#)

[Times Online](#)['Joe the Plumber' Considers Run for Congress](#) - Oct 25, 2008

'Joe the Plumber' may consider running for Congress in 2010. Samuel Joseph Wurzelbacher told Laura Ingraham, in an appearance on her show Friday, ...

[FOXNews](#) - [4764 related articles »](#)[For Maddon, Joe the Plumber Is Family](#) - [New York Times](#) - [560 related articles »](#)[Damon 'honored' by Joe the Plumber's shout-out](#) - [The Associated Press](#) - [200 related articles »](#)



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Apply for an absentee ballot

Find your early vote location



VISIT THE SITE

Online Ad Advice

- Start with CPA ads, and CPC via Google
- Don't do Banners or BlogAds
- Use a Media Buyer
- 20-25% page conversion target
- Estimated CPAs:
 - o National Ads - \$3-\$4
 - o State Ads - \$6-\$10
 - o Search Ads - \$2-\$3
 - o Local News - \$15 - \$30
 - o Email Appends - \$.07/email

Worker guilty of corpse abuse

 Read Comments(21)  Recommend (2)



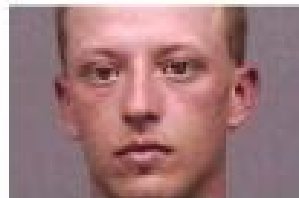
The Breeze - 9/4/2008

Kenneth Douglas, left, a former Hamilton County morgue worker proven through DNA to have sexually molested the corpse of a murdered woman 28 years ago, was found guilty today of abusing a corpse. [More](#)



Pain lashes out at Obama

Charles G. Davis - Barack Obama stirred his



Burglar faces up to 43 1/2 years

Full featured browser (Chrome, Firefox,

In The Spotlight



GOP convention

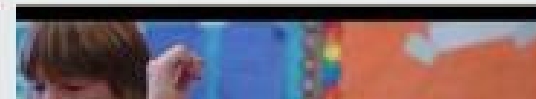
Get the latest information here about the Republican National Convention from our blogs, video and USA Today.

Advertisement



Multimedia

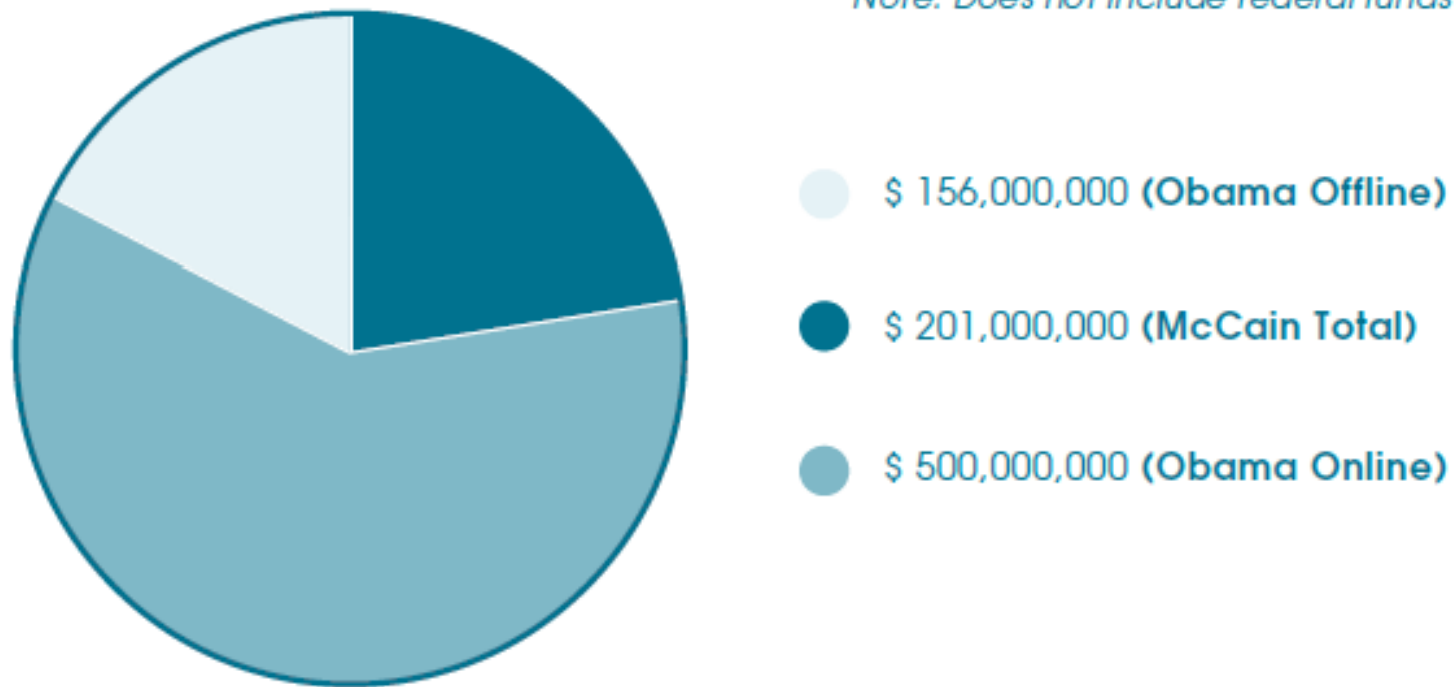
Staff Video



FUNDRAISING

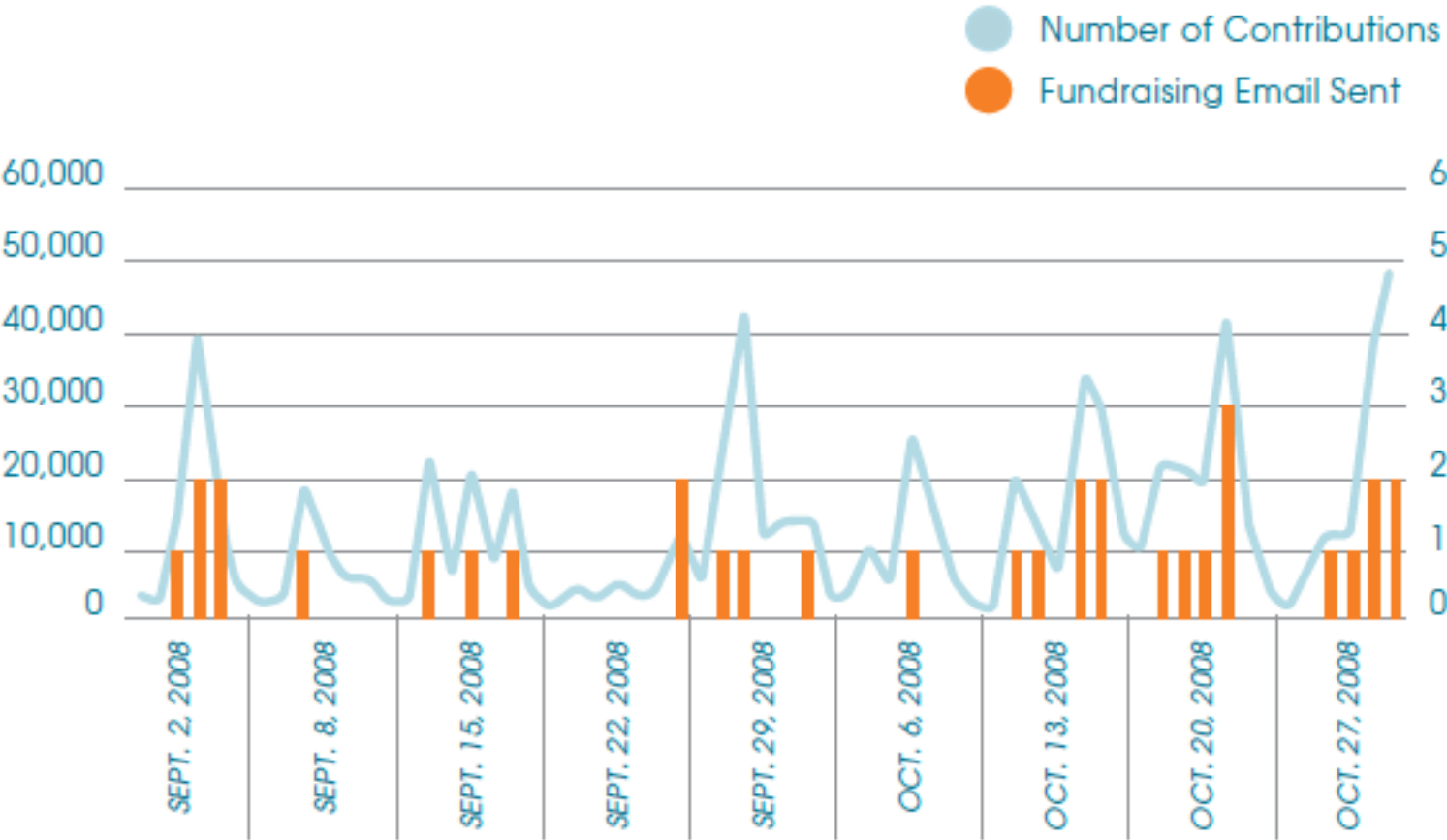
Total amount raised by McCain and Obama: 2008 Presidential race¹⁴

Note: Does not include federal funds



email = 85%+

Contributions Under \$250, 9-1-2008 – 10-30-2008 vs.
National Fundraising Emails



Toby --

A record 100,000 people rallied with Barack in St. Louis yesterday, and another 75,000 in Kansas City last night. Back in Chicago, we were tallying up our latest fundraising numbers.

Supporters like you have completely transformed how political campaigns raise money, so I wanted you to be the first to know how we did in September.

[I recorded a short video to share the latest numbers:](#)



When Barack entered this race, he put his faith in the power of ordinary supporters like you coming together and building a movement for change from the bottom up.

That's exactly how we got this far -- and you should feel proud of all we have accomplished together.

But with just 16 days left in this election, we can't slow down now. Please take a minute to watch the video and find out where we stand:

<https://donate.barackobama.com/septembernumbers>

Thanks for everything you're doing,

David

David Plouffe
Campaign Manager
Obama for America

DONATE

Put this Quote on Your Wall

“Timing is more important than perfection.”

- Arun Chaudhary, New Media Road Director

Andrea --

I wasn't planning on sending you something tonight. But if you saw what I saw from the Republican convention, you know that it demands a response.

I saw John McCain's attack squad of negative, cynical politicians. They lied about Barack Obama and Joe Biden, and they attacked you for being a part of this campaign.

But worst of all -- and this deserves to be noted -- they insulted the very idea that ordinary people have a role to play in our political process.

You know that despite what John McCain and his attack squad say, everyday people have the power to build something extraordinary when we come together. [Make a donation of \\$5 or more right now to remind them.](#)

Both Rudy Giuliani and Sarah Palin specifically mocked Barack's experience as a community organizer on the South Side of Chicago more than two decades ago, where he worked with people who had lost jobs and been left behind when the local steel plants closed.

Let's clarify something for them right now.

Community organizing is how ordinary people respond to out-of-touch politicians and their failed policies.

And it's no surprise that, after eight years of George Bush, millions of people have found that by coming together in their local communities they can change the course of history. That promise is what our campaign has been about from the beginning.

Throughout our history, ordinary people have made good on America's promise by organizing for change from the bottom up.

INTEGRATION





Dear Senator Obama,

I'm proud to stand with a campaign that has become a grassroots movement -- to reclaim our nation, confront our challenges and embrace our opportunities. That's why I'm rushing a special contribution to Obama for America of:

☐ \$100 ☐ \$150 ☐ \$200 ☐ Other \$ _____

DMAA249
790373

Please make your check payable to Obama for America.



Please join us in a fund raising event to benefit the
Obama Victory Fund

With special guest Roger Fisk, Obama For America,
MA State Director, at the New England Gallery of Latin American Art

Live Music by Tito & Leticia
An amazing talented duo with a latin flare.

Hors d' oeuvres & beverages will be served.

WHEN: Thursday September 25th, 6-8pm.
RSVP at info@obamalatino.com

EVENT LOCATION:
New England Gallery of Latin American Art (NEGLAA)
184 Cottage St. Suite 1F, East Boston, MA 02128
Phone 617.418.5838 Fax 617.500.0971
www.neglaa.com





blue state digital



 **Voter Activation Network**



VIDEO



BARNS FOR OBAMA



MISSOURI CANVASSER

Video Stats

- 15-person team
- 1,800 videos
- 889 Million Views
- (=\$46.9 million in 30-second TV spots)
- PLUS 104,000 'unofficial' videos

“You aren’t ‘giving up’
control, the control is
already gone when it
comes to the Web.”

*- Micah Sifry, Personal Democracy
Forum*

EXTERNAL SOCIAL NETS



[Suggest to Friends](#)[View Updates](#)[Subscribe via SMS](#)

President Barack Obama is the 44th President of the United States of America.

Information

Current Office

Office:

President of the United States

Supporters

6 of 6,636,933 supporters

[See All](#)

Barack Obama

Wall

Info

Events

Notes

Discussions

Photos

Barack Obama

Just Fans



Barack Obama Mourning the death of Senator Ted Kennedy — a dear friend, a wise colleague, and one of the greatest United States senators of our time.



Senator Edward M. Kennedy Dies at 77

Source: my.barackobama.com

For five decades, virtually every major piece of legislation to advance the civil rights, health and economic well being of the American people bore his name.

4 hours ago · [Comment](#) · [Like](#) · [View Feedback \(30,600\)](#) · [Share](#) · [Report](#)



Barack Obama You can use this forum to discuss questions, make comments, and engage with others during today's health care strategy meeting:

Discussion: Organizing for Health Insurance Reform

Source: www.facebook.com

August 20 at 10:53am · [Comment](#) · [Like](#) · [View Feedback \(17,719\)](#) · [Share](#) · [Report](#)



Barack Obama Join me for a live Organizing for America strategy meeting on the state of health insurance reform this Thursday at 2:30pm ET:



Organizing for America National Health Care Forum with President Obama

Source: my.barackobama.com

Join the President live for an update on the fight to pass real health insurance. He'll lay out our message and strategy going forward, then answer questions from supporters like you.

August 19 at 9:58am · [Comment](#) · [Like](#) · [View Feedback \(24,526\)](#) · [Share](#) · [Report](#)

**Barack Obama**

“From a fundraising perspective, external social networks are not a good use of time.”

- Stephen Geer, Director of Email and Online Fundraising

**“Social networks are
part measurable, and
part radio.”**

-Scott Goodstein, External Online Director

MYBO



"I'M ASKING YOU TO BELIEVE.
Not just in my ability to bring about
real change in Washington ... I'm
asking you to believe in yours."

GET INVOLVED
SIGNUP FOR EMAIL UPDATES

Email Address

Zip Code

SIGN UP

EN ESPAÑOL

LEARN ISSUES MEDIA ACTION PEOPLE STATES BLOG STORE

DONATE NOW

David Gillis

Logout | Account/Password

MY PROFILE

Edit Profile

Create Your Profile

MY POINTS

Points Detail

40 points, 265442nd place - tied (only 1 point more to move up)

Latest Actions:

+5pts	Logged in on 03-20-2008	03/20
+5pts	Logged in on 03-17-2008	03/17
+5pts	Logged in on 03-10-2008	03/10

View More

MY BLOG

Manage Blog

Manage Your Blog

MY NETWORK

Manage My Network

Read old message(s)

Compose a Message

Invite your friends to join

FUNDRAISING

You have not yet created your fundraising campaign.

Signup now

MY EVENTS

Manage Events

Events I've Created

Plan an Event

Events I'm Attending

Signup for an Event

Events Near Me

March Moneybomb for Equality!

I am Kenya and I am Kansas

Canvass local businesses

Event: March Moneybombs for Equality!
When: Mar 20, 2008
Where: Everywhere!
Where: Wherever you are
Anywhere, no 44100
Type: Fundraising
Map: Google | MapQuest

Details

Attend

my.BarackObama

My Dashboard

My Neighborhood

Friends

Events

Messages

Groups

Fundraising

My Blog



We found **10** voters you can talk to

MAKE CALLS NOW

GET MORE VOTERS

Progress

Contacted: 24
Total Goal: 50
Attempts: 111



Current Status: ★ Level 3
Next Promotion: ★ Level 4

You are in 68th place. Make 1 more contacts to move up. Stats updated every 24 hours.



Training Videos

[Watch training videos](#) to help you learn how to call and canvass. It's easy.

News Updates

We've changed the way Neighbor to Neighbor looks! [Click here](#) to read more.

Please report your voter contacts within **3 days** of getting a list. After **3 days** we give uncontacted voters to other volunteers to make sure we are talking to everyone we need to. Thanks for your hard work!

To view a Training Video on how to make calls, [Click here](#). (Video will open in a new window)

[FAQ](#) [Training](#)

Need Help? [Click here](#) or call 1-877-465-4210

Personal Fundraising

You are logged in as:
sohear@gmail.com - [Logout](#)

Fundraising Page Preview

[Edit Page](#) [Save Page](#)

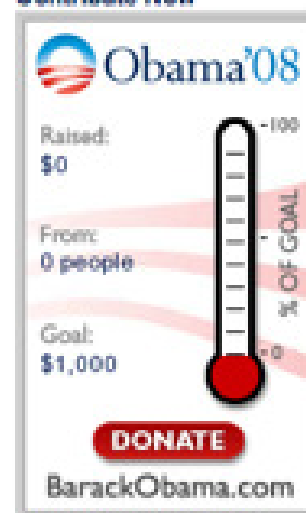
My Fundraising Goal

Barack Obama and I are committed to changing the political process by building a campaign built on a broad base of support from ordinary Americans.

I've set my own personal fundraising goal for the campaign, which you can see in the thermometer to the right.

Will you make a donation to help me reach my goal?

Contribute Now



Graphic updated every 5 minutes

Create your own page now!

“You are never
going to change the
human trait that we
do the most work in
groups...

The notion that people are going to **log onto their computers** and be a **part of the campaign** as an individual in their home **did not bear fruit** at all...

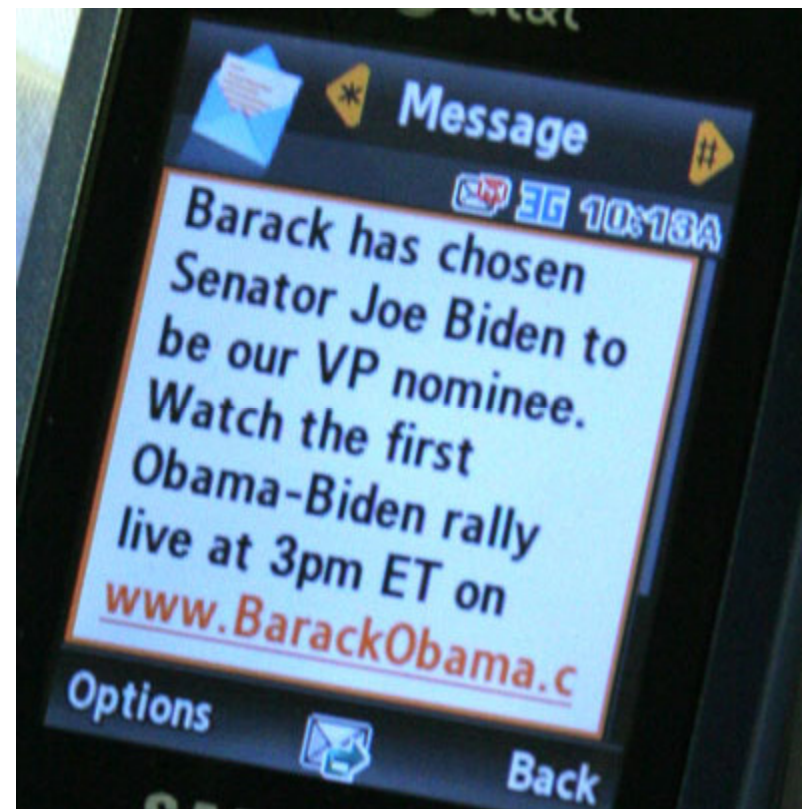
**One volunteer inside a
campaign will do 50 to
100 times more actual
voter contact than
someone sitting at home”**

- Jon Carson, National Field Director

MOBILE TEXT

Watch Barack debate tonight live on CNN! 7pm EDT. REPLY back with your name and your thoughts during & after the debate.

Help Barack get out the vote in Pennsylvania! If you can get to PA between now and 4/22, REPLY to this msg: TVL and your NAME (ex. TVL Ann). Please fwd msg.



CONCLUSION

TEST.

TRACK.

EVALUATE.

TEST SOME MORE.

Questions?

Katherine Mackenzie

www.mrss.com

kmackenzie@mrss.com