



Lessons Learned from the Digital Campaign

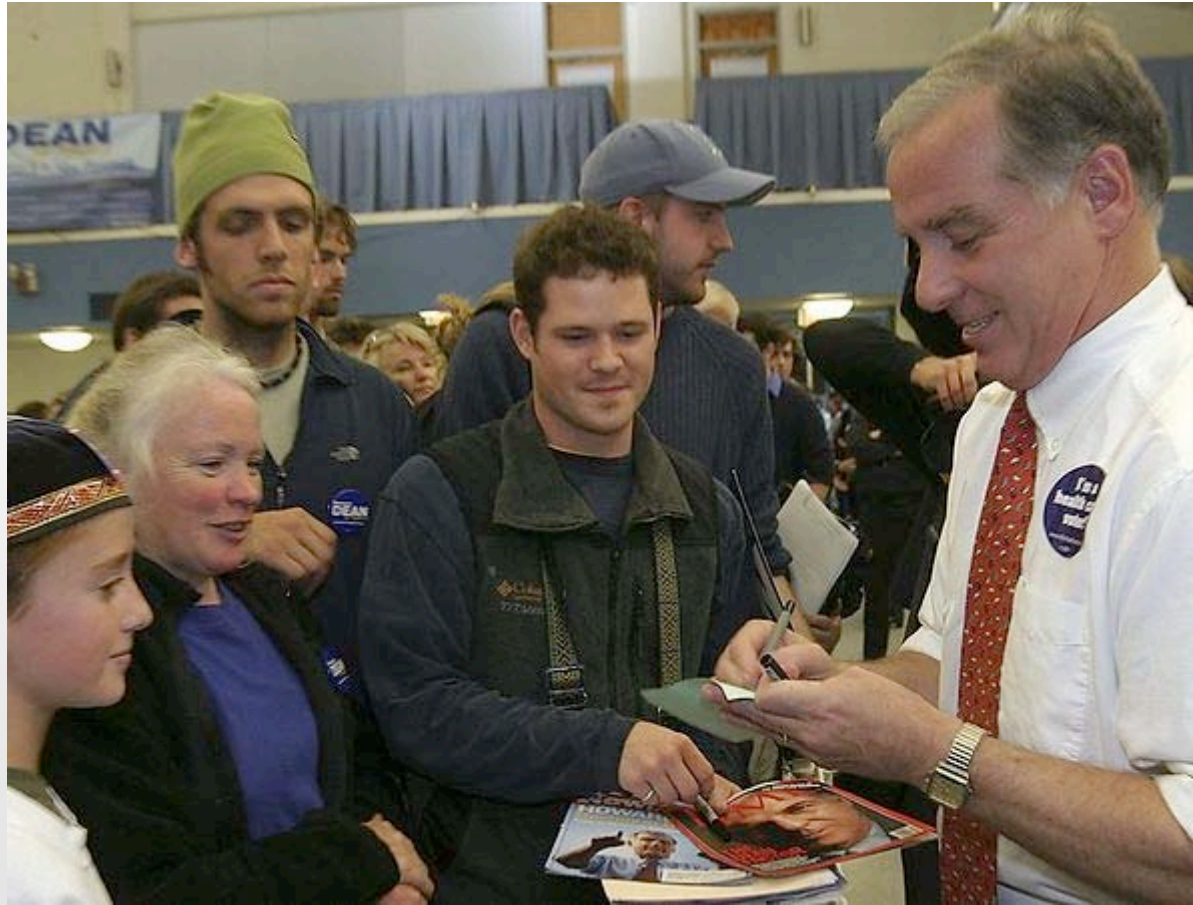
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What I did



- Spent 3 months at “Dean for America” National Headquarters in Burlington, VT from November 2003 to February 2004
- “embedded researcher”
- Volunteered and worked with the “webteam” – 25 person group which managed all online efforts within the campaign: programming, administration, writing on the blog, mass emails, etc.

Traditional Campaigning



Online Campaigning



Dean for America Campaign

- January 2003 to February 2004 (13 months)
- The first “Internet” political campaign



Why do we say it was the first Internet Campaign?

- In contrast to previous campaigns, it was less about creating an online presence (brochure website)
- More about creating an online social movement using online networking tools (blog, meetup, lists, etc.)
- Opened up control of the message
- Trusted, accepted and expected their supporters to craft the movement

How did it become the “Ir” campaign?



- Joe Trippi, campaign manager
- Veteran of 90's era dot-com ventures
- Wanted to run an “open source” campaign and advocated a “netroots” orientation for the campaign
- Believed in the power of opening up the conversation and the message
- Cathedral and the Bazaar in National Politics?

Online Landmark

- April, 26th 2003 – anniversary of signing the Civil Unions bill into law in Vermont
- 1 Week Before – Senator Santorum’s anti-gay remarks before the Associated Press
- Email petition sent out to Dean’s email list to:
 - ◆ Condemn the remarks – ask for resignation
 - ◆ Contribute to the campaign adding 26 cents

Online Landmark

- Received 12,000 signers to the petition and increased Dean's email list
- \$25,000 in the 3 days following the email at a time when they would have received \$6,000

Online Landmark

- Secured a deep, enduring belief within the campaign
- That online efforts would:
 - Attract supporters
 - Raise funds



+



The Tools (Under the Hood)

- Website – CMS Convio and Bricolage
- Contribution Engine – Convio & internal engine
- Mass Email Engine – Convio and Lyris

The Tools (Online Organizing)

- Blog – Blogger and Moveable Type
- Meetup.com – external ASP
- DeanLink and GetLocal–Internally programmed
- And thousands of creative, supporter generated campaign materials and events (websites, email groups, postcards, flyers, meetups, socials, houseparties, victory day parties, debate watching parties, etc.)

Scientists for Dean - Microsoft Internet Explorer

Address: http://scientistsfordean.org/

• Welcome

home · archives · blogs · send a Deanagram · even · feedback · files · submit · site policies · polls

Punx for Democracy - Microsoft Internet Explorer

Address: http://www.punxfordean.org/

PUNXFORDEMOCRACY
restoring democracy · advancing progressive values · taking office

10,000 strong & growing

WELCOME BACK

HOME ABOUT

We've been working on several new projects and have taken a bit longer than I would have liked to get this new site up. I think it was worth the wait as our agenda and goals have never been more clear!

Sign up
Name: _____
City/State: _____

ANOTHER CHRISTIAN for DEAN

Christians for DEAN

Address: http://dean2004.blogspot.com/

DEAN NATION

Welcome to *Dean Nation!* This blog is dedicated to the spirit of the Dean Movement - a revival of small-d democracy and a bridging of the political divide to find the True American Majority. And some Barack Obama fandom thrown in. [XMAS!](#)

Address: http://www.arabamericansfordean.com/

Contact Arab Americans for Dean

deandefense.org - Microsoft Internet Explorer

Address: http://www.deandefense.org/

DEANDEFENSE.ORG

JEWIS for DEAN
www.jewsfordean.com
building a strong community and a strong America

Address: http://www.vetsfordean.blogspot.com/

Veterans for Dean The Blog

This elect relate r adm needs me

**Dog walking
Subaru driving
Pacific
Northwest
living**

**DEAN
SUPPORTER**

<http://www.takeyourcountryback.com>



tax-hiking,
government-expanding,
latte-drinking,
sushi-eating,
Volvo-driving,
New York Times-reading,
body-piercing,
Hollywood-loving,
left-wing freak show

Beach Baby

Sand-Digging,
Bob-the-Builder-Loving,
Swimsuit-Shedding,
Deficit-Inheriting,
Child of 2 Hard-working
Tax-Paying
...Dean Supporters

The Doctor is In.
**Howard
DEAN**
in
2004



<http://www.takeyourcountryback.com>


Switch2Dean - Howard Dean for President - Microsoft Internet Explorer

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Address <http://www.switch2dean.com/> Go



*I'm Max, an Independent from California ^
I switched to Dean. See why we all have...*

Every day thousands of people are switching to Democrat Howard Dean for President.

We were Independents, Greens, Kerry supporters, even Republicans! Now we're for Dean. Why? Because he's proven he's socially progressive while balancing the budget. He's done it in Vermont and he can do it for the country. Dean is inspiring, passionate, and has answers for today's problems. [See all our videos.](#)



*Take back our country.
Switch to Dean for President.*

DesktopJavaVideo provided by [Vmailit](#) powered by [VMdirect.](#)

Applet dvmplayer started Internet

<http://www.switch2dean.com>



BLOG
for America
The Official Howard Dean Weblog

Campaign Links:

- Blog for America Home
- What is a Blog?
- Dean for America Home
- Contribute
- Dean Commons
- Forums
- Generation Dean Blog
- Howard Dean TV
- Photo Gallery
- Public Schedule

[Home](#) [Official Blog](#) [Get Local!](#) [DeanLink](#) [Forums](#) [Contribute](#)

Monday, March 31, 2003

Thanks for all your help.

Thanks for all your help. We have raised an amazing \$500,000 and still going on the net in the first quarter. We are almost at our quarterly goal. I really appreciate all your help. Keep the ball rolling, contact your friends and widen the circle. Many, many thanks, Howard Dean

Posted by **Howard Dean** at 05:14 PM

Email this entry to:

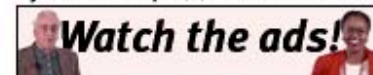
Your email address:

Message (optional):

HI, ID, and UT vote Feb. 24

CONTRIBUTE >

JOIN THE \$100 REVOLUTION



YOU CAN VOTE RIGHT NOW

in these states:

California - Florida
Georgia - Vermont

Vote in the
MoveOn.Org PAC Survey

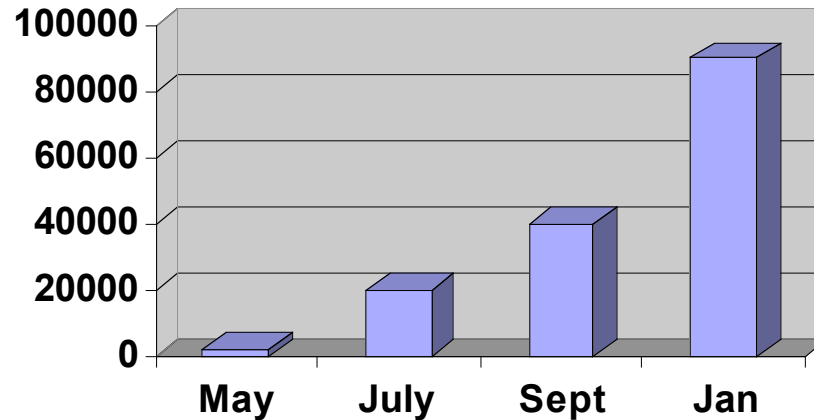
Watch the flash animations:

- \$100 Revolution
- Dean Movie

640,974
AMERICANS for DEAN

The Blog

Blog Readership Growth



- Blog provided up-to-the minute articles and discussion of campaign activities
- Central online interactive “community” for the campaign
- During the period Oct. 15th to Feb. 4th, received an average of 2722 comments per day
- On high days, the number was over 6,000

Opening up the Dialogue

- The campaign didn't control the message
- Encouraged the creation of independent and autonomous content
- They freely linked to independent websites (without vetting their content)
- Encouraged the creation of independent email communities (without any oversight)
- For instance, the blogroll contained 394 websites

Howard Dean for America: Home - Microsoft Internet Explorer

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CALENDAR
view upcoming events on the

February 26, 2004

Democracy, Freedom, and Action

The following is excerpted from Governor Howard Dean's remarks in New Haven, CT:

"On March 18, I will announce our plans to build a new organization, using our nationwide grassroots network, to continue our work to transform the Democratic Party and to change America.

"We are determined to keep this organization as vibrant as it was throughout our campaign.

"There are a lot of ways to make change. We are leaving one track, but we are going on another track that will take back America for ordinary people again.

Meetup is Wednesday!



[Organize Your Meetup](#)

HOT

[Read Gov. Dean's response to the Washington Post story about the campaign](#)

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in these states: ↙ ↘

[California](#) - [Florida](#)
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JOIN

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Contribute ▶

Join Today!

What did all this openness accomplish?

- Took a Candidate, a governor from an obscure state, who had, in January 2003 ...
- 432 known supporters and \$157,000 in the bank
- To a “real” contender for the Dem Nomination for presidency

What did this openness accomplish?

- Raised over \$50M by over 300,000 individuals
- Over 640,000 supporters on main mailing list
- Over 189,000 participants in monthly Meetups
- Over 700 grassroots websites in support
- Over 1000 Yahoo! Groups and listservs
- Over 35,000 blog commenters

What did it cost?

- For about \$1M and 25 people in whole team (not all paid)
- Brought in approximately \$28-\$30M in online contributions (out of \$50M total)



What does this mean for the future?

- Kerry and Bush both had online “presences” but never achieved an online movement
- Opening up the message and the campaign to bring in the talent of supporters appears to be key to a successful online campaign
- However, online success has not (yet) been able to propel a candidate to voting success so campaigns should assess the effort they place on their online presence

If you want the talent:

- EchoDitto.com – comprised by Nicco Mele, Webmaster, Harish Rao (Database), Michael Silberman (Meetups), Jim Brayton (Designer), Garrett Graff (Press), Carey Havrilko (Database)
- BlueStateDigital.com – Jascha Franklin-Hodge, System Administrator, Clay Johnson (Commons), Joe Rospars (Blogging), Ben Self (Database), Roy Neel (Campaign Manager),
- CivicSpaceLabs.com – Zack Rosen (Lead Programmer)
- Blackboxvoting.com --

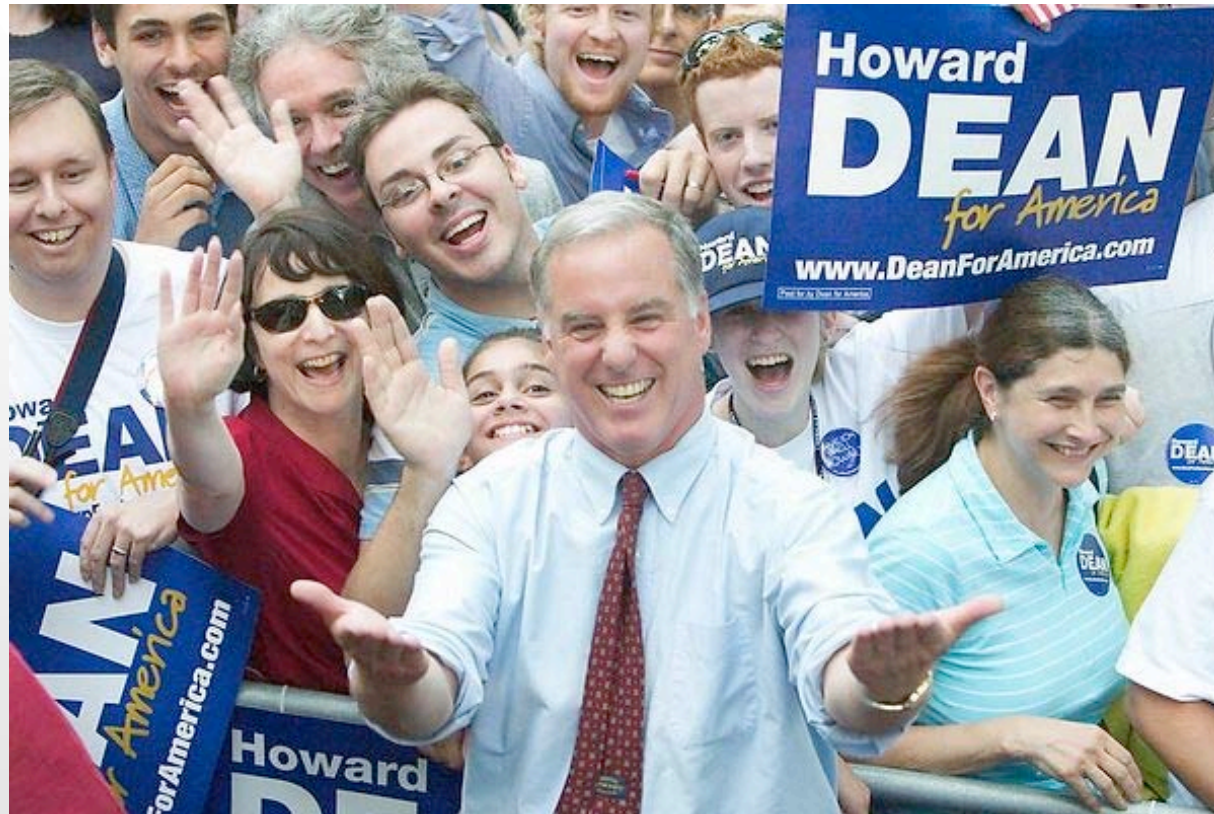








Traditional Campaigning



Accomplishments

- What tools are being used to stimulate online participation?
- What is the efficacy of these tools, if any?

Research Questions – circa Nov. 2003

- What tools are being used to stimulate online participation?
- What is the efficacy of these tools, if any?

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The Lessons (in 30 seconds or less)

- WebTools can DRAMATICALLY lower barriers to participation/action – beyond company, team investigation
- Great Tools (website, blog, Meetups) are NECESSARY but not ENOUGH
- Provide tools with CLEAR MESSAGE
- Which precipitates MOMENT OF ALIGNMENT
- Which leads to CONTEXTUAL ACTION
- Provide supporters with myriad of tools and methods to promote ACTION – on and off-line
- Allow community to take AUTONOMOUS ACTION and RECOGNIZE THOSE EFFORTS