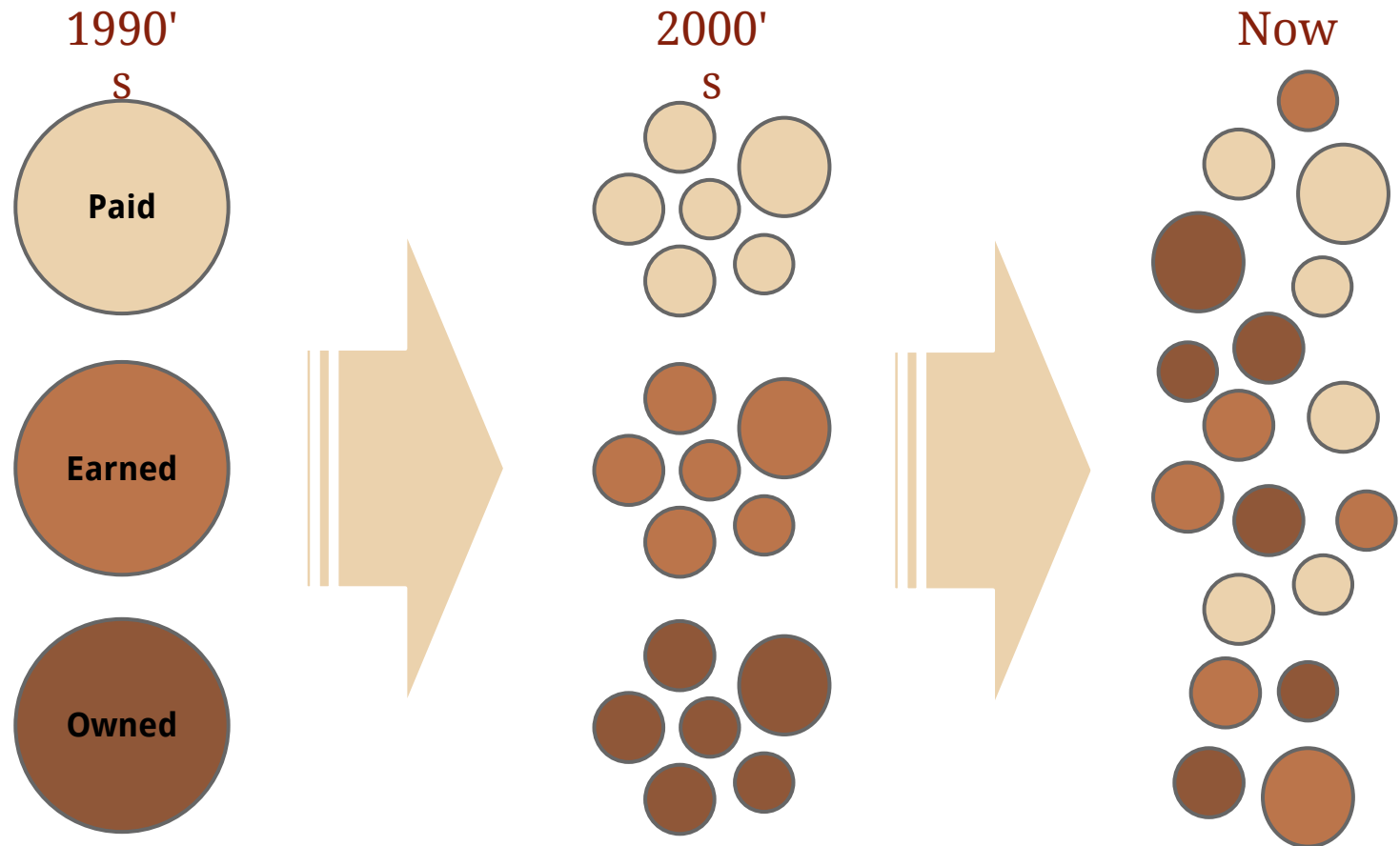




From Obama to the Future

Engagement & Power in an Interconnected World

From channels to networks



From channels to networks

Connectedness over fragmentation

Values » Mission » Strategy » Tactics

Defining the ladder of engagement

Awareness

Affiliation

Action

Advocacy

Building an organizing model

Participation

Empowerment

Online-offline

Building Relationships & Culture

Building an organizing model



Understanding success

Data

Analytics

Optimization

Outcomes from outputs

4.4M donors

\$690 raised online

2.2M active volunteers

150M personal voter contacts

66M popular votes

332 electoral votes

Building infrastructure

Editorial / Content planning

Web CMS + Social CMS

Empowerment tools

Data + Integration + CRM

Mobile

Paid media

Engagement

Reduce barriers to entry

Call to action

Conversation monitoring

Community growth

Influencer outreach

Message delivery

Social equals speed

Listen for opportunities

Opportunity knocks *fast*

Mobile equals access

Local action versus local content

Instant, direct access to community

Known and unknown unknowns

Local proximity-based organizing?

Addressable television?

Augmented reality?

Radical transparency?

A background of vertical wooden planks in a warm, medium-brown tone, showing natural wood grain and knots. The planks are closely spaced and run from the top to the bottom of the frame.

Thank you

@betsyhoover @slaby