



Organizing Guide

Part One: Getting your community organized

(1) Find or create a group on my.barackobama.com for your neighborhood, town, or community

Check to see if there's already a group organized in your local community or neighborhood. You can search for groups by zip code or keyword.

If there's not a group in your community or you don't find one that matches your interest, create one. You'll want to think about who you want to be a part of it, how large your intended audience is, and what its most basic mission will be.

(2) Invite your friends to join the group.

Regardless of whether you or someone else created the group, invite your friends to join it. Send invitations to those people you know who already support Barack Obama and others who might just be curious.

(3) Plan to attend the next event or create your own.

While online connection and conversation can be very helpful in locating other people who have similar interests and passions or a similar location as you, in-person meetings can often yield powerful results.

If your group already has an upcoming event slated, plan to attend it. You may consider contacting the administrator of the group to introduce yourself and find out how you can help.

If you just created your group, you'll want to plan an in-person meeting to get together all those people interested in helping the campaign. We have developed some guidelines and suggestions for what to do at your first meeting.

(4) Plan for the future.

Your group should always have short-term and long-term goals for activity and development. If you're joining a pre-existing group, find out what these are and

contribute your own thoughts to what they should be. If you're creating your own, a deliverable from your first meeting should be a plan for the future.

There's no shortage of things you can do help the campaign. We've developed independent, one-page guides for a good number of these events which should help simplify the process.

Make sure that your group stays active. You'll want to establish a regular meeting schedule, time, and place for your group—maybe every other Tuesday night at a local café or diner—so that you develop a consistent pattern of engagement. This is crucial to sustaining supporter participation over the long term.

Part Two: Making yourself heard online

Participating in grassroots groups in your community should raise visibility and recruit supporters, but there are also many things you can do online in between your community meetings. Here are some suggestions.

Blog. Create a blog on my.barackobama.com and write in it regularly. While some people like to write formal, news-like posts, others prefer to just collect all the interesting things they've seen that are related to the campaign—links to good videos, news articles, other blogs, photo albums, groups, or events. Still others simply like to share personal experiences or responses to the candidate or campaign. Figure out what fits your style the best and then make sure to share it with the people who might be interested.

Submit your policy ideas. Just about everybody has some idea of what needs to happen to improve this nation. Take the time to submit your ideas—along with your experiences and anecdotes—to the campaign. As long as you consent, your idea can become publicly viewable and others will be able to give feedback and share their thoughts on what you have in mind. The community will tell us which ideas are the most popular and important to integrate into the campaign.

Create a YouTube video. The spectrum of possibility for creating a video couldn't be much larger. Record some footage from an organizing meeting, give a short monologue on why you support Barack Obama, or create your own campaign commercial. Whether it's 15 seconds or 10 minutes, well-produced or quickly put-together isn't important. What's important is that you share your thoughts and experiences on the strength of this campaign with the general public. *Note: please keep all videos that you create in the spirit of this campaign. Avoid negative or critical ads and instead focus on the promise of this campaign and this candidate.*

Express your support on MySpace. Check out the unofficial campaign's MySpace profile and make Barack your friend. Drop some of the campaign's banners into your

own pages. Publicize what the campaign is doing in your bulletins and blogs. Encourage people to sign up for my.barackobama.com. Use your presence on MySpace to make sure that everyone knows why you support Barack Obama and what they can do to support the campaign.

Use Facebook to show your support. There are lots of different things you can do on Facebook to show your support. Join a campaign-related group and invite your friends to join. Friend Barack's official profile. Use the sharing functionality to post videos to your profile. Write notes on topics related to Barack and the campaign.

Comment on blogs. There are lots of people out there sharing their thoughts on Barack Obama and this campaign. Make your voice heard by reading and commenting. No one will ever know you're a supporter unless you speak up and share your thoughts. MyDD, DailyKos, and Tapped are all three popular blogs that often discuss Barack and the campaign.