



2012

BARACKOBAMA.COM

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WHAT *we* LEARNED

*The* CHALLENGE:

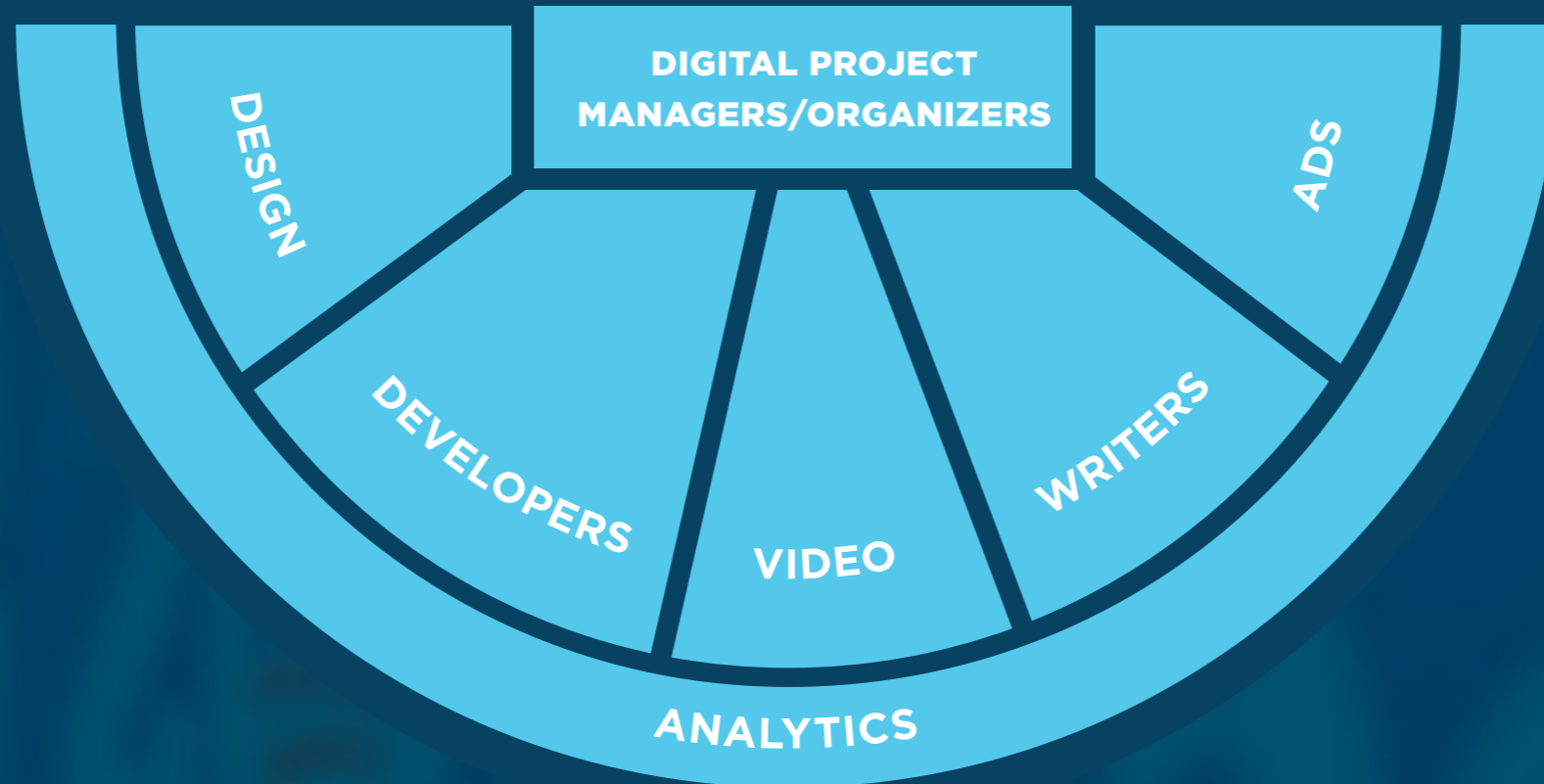


*The* CHALLENGE:

Build a billion-dollar startup designed  
to go out of business in 19 months

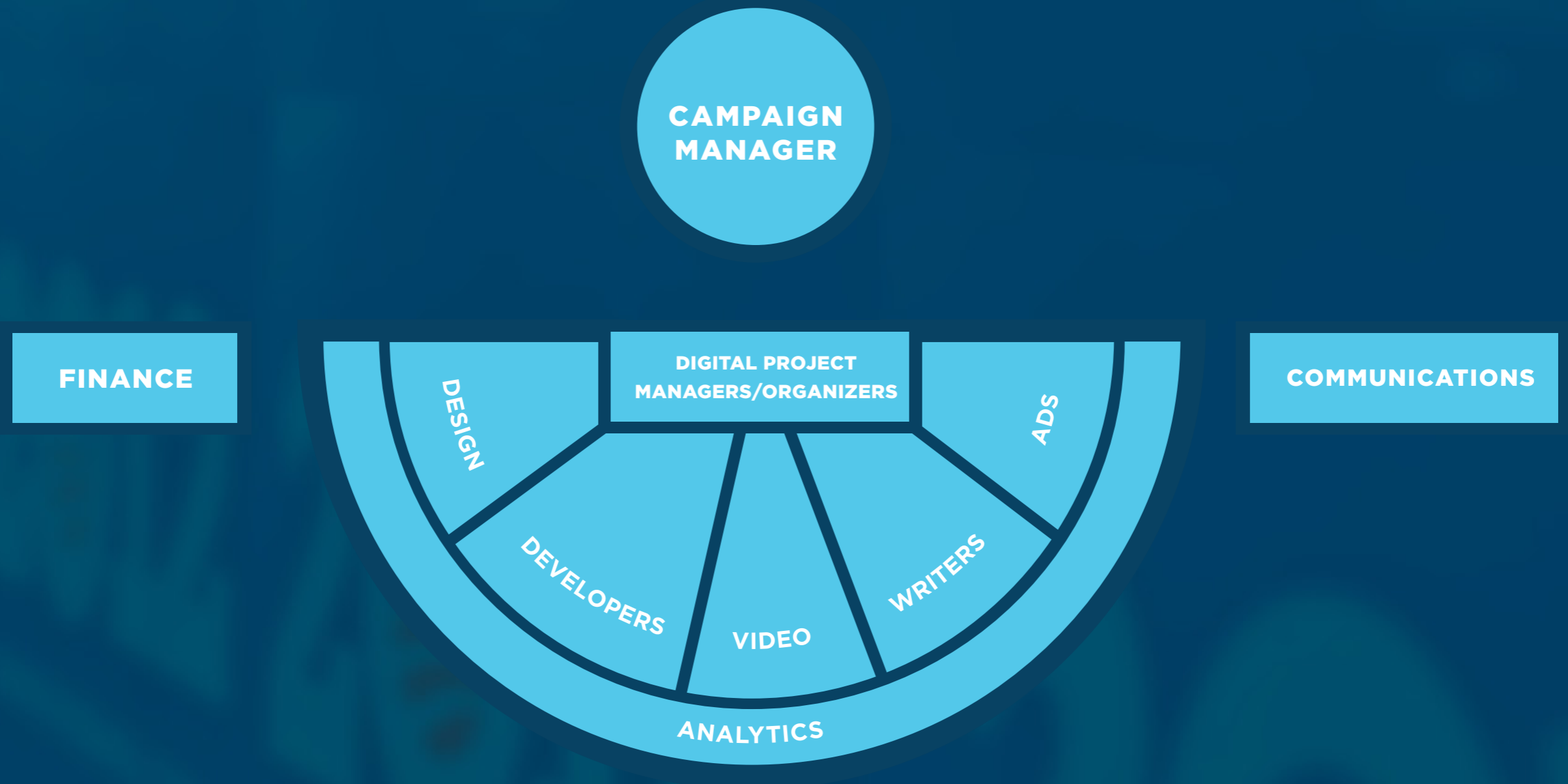
*The* CHALLENGE:

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*The* CHALLENGE:

Build a billion-dollar startup designed to go out of business in 19 months

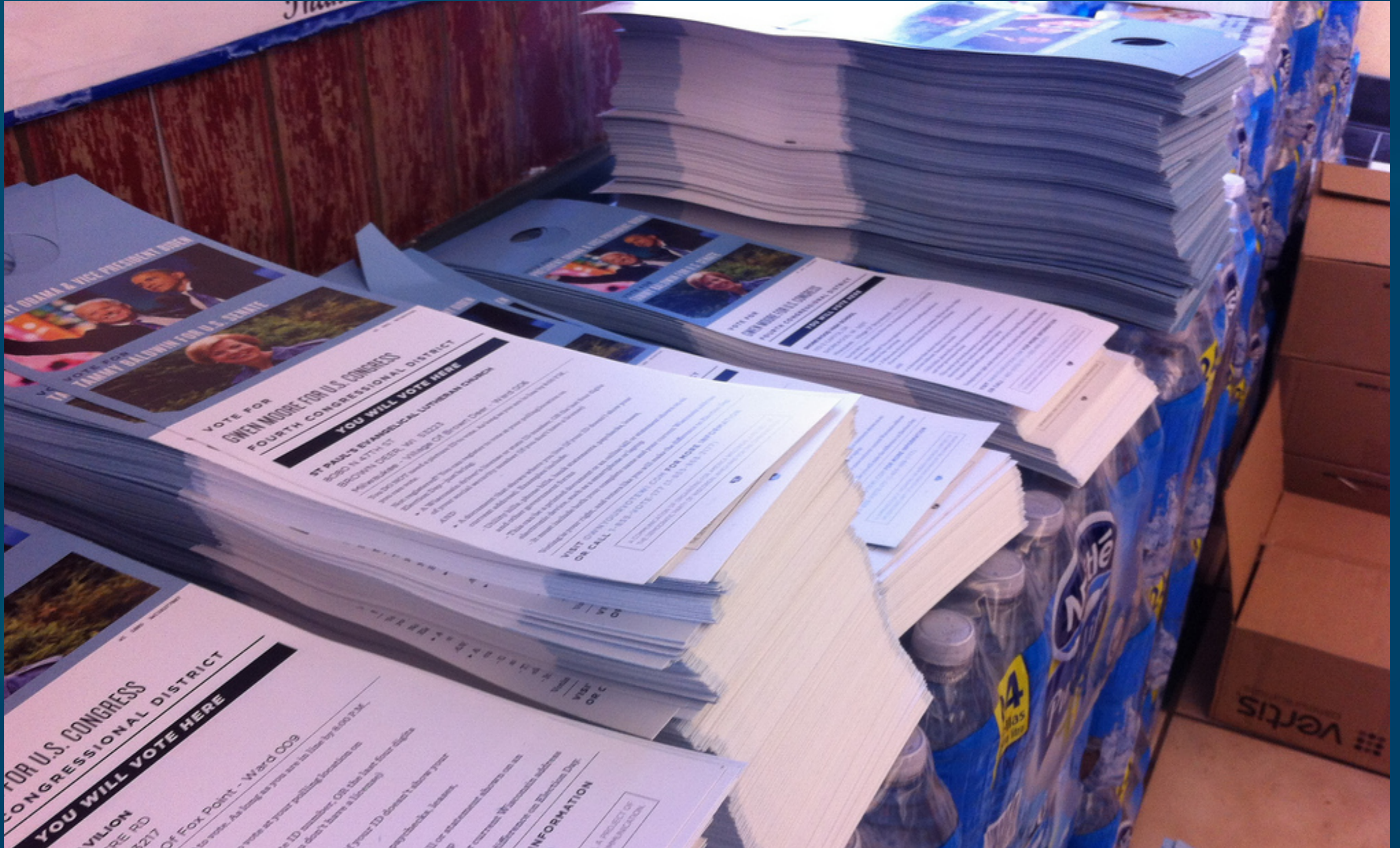


*A lot's changed since 2008...*





*...and a lot hasn't.*



*The* QUESTION:



# HOW ARE YOU GOING TO GIVE

*our people the single best experience they can have in this election today?*



*Yes, you.*



*Team*  
**DIGITAL**

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**MESSAGE**



A man with a beard and a bald head is smiling and looking to his left. He is balancing a basketball on the tip of his right index finger. He is wearing a dark polo shirt. The background is a solid blue color.

**DON'T *be* LAME**



For a detailed explanation of how the Romney-Ryan tax plan is able to cut taxes by \$5 trillion without exploding the deficit or requiring tax hikes on the middle class, simply click the button below.

[GET THE DETAILS](#)





- Most trafficked event in Reddit history, earning 5.2 million readers on the day of the chat alone
- Top trending topic on Twitter during the duration of the session—beating the Republican convention and everything else in the world
- As a result of the President posting a link to [GottaRegister.com](http://GottaRegister.com) during the session, more than 30,000 Americans registered to vote on the site

Twitter / BarackObama: This seat's taken. ...

https://twitter.com/BarackObama/status/241392153148915712

Barack Obama  @BarackObama

This seat's taken. [OFA.BO/c2gbfi](http://OFA.BO/c2gbfi), [pic.twitter.com/jgGZTbo2](http://pic.twitter.com/jgGZTbo2)

Reply Retweet Favorited



63,638 RETWEETS 25,385 FAVORITES

9:29 PM - 30 Aug 12 · Embed this Tweet Flag media

Reply to @BarackObama

**OBAMA BIDEN**

FOLLOW THE CAMPAIGN

- @BarackObama
- @MichelleObama
- @JoeBiden
- @Obama2012
- @TruthTeam2012
- @LatinosForObama
- @Students4Obama

- 63,638 retweets on Twitter
- 507,040 likes and 84,427 shares on Facebook

INFORM *and* INSPIRE



*Let's face it* ★ ★ ★

A MIXED KID FROM HAWAII  
BORN to a SINGLE MOM  
IS NOT LIKELY TO BECOME  
PRESIDENT OF THE UNITED STATES.

*But in* AMERICA *it can*

★ HAPPEN BECAUSE OF ★

EDUCATION

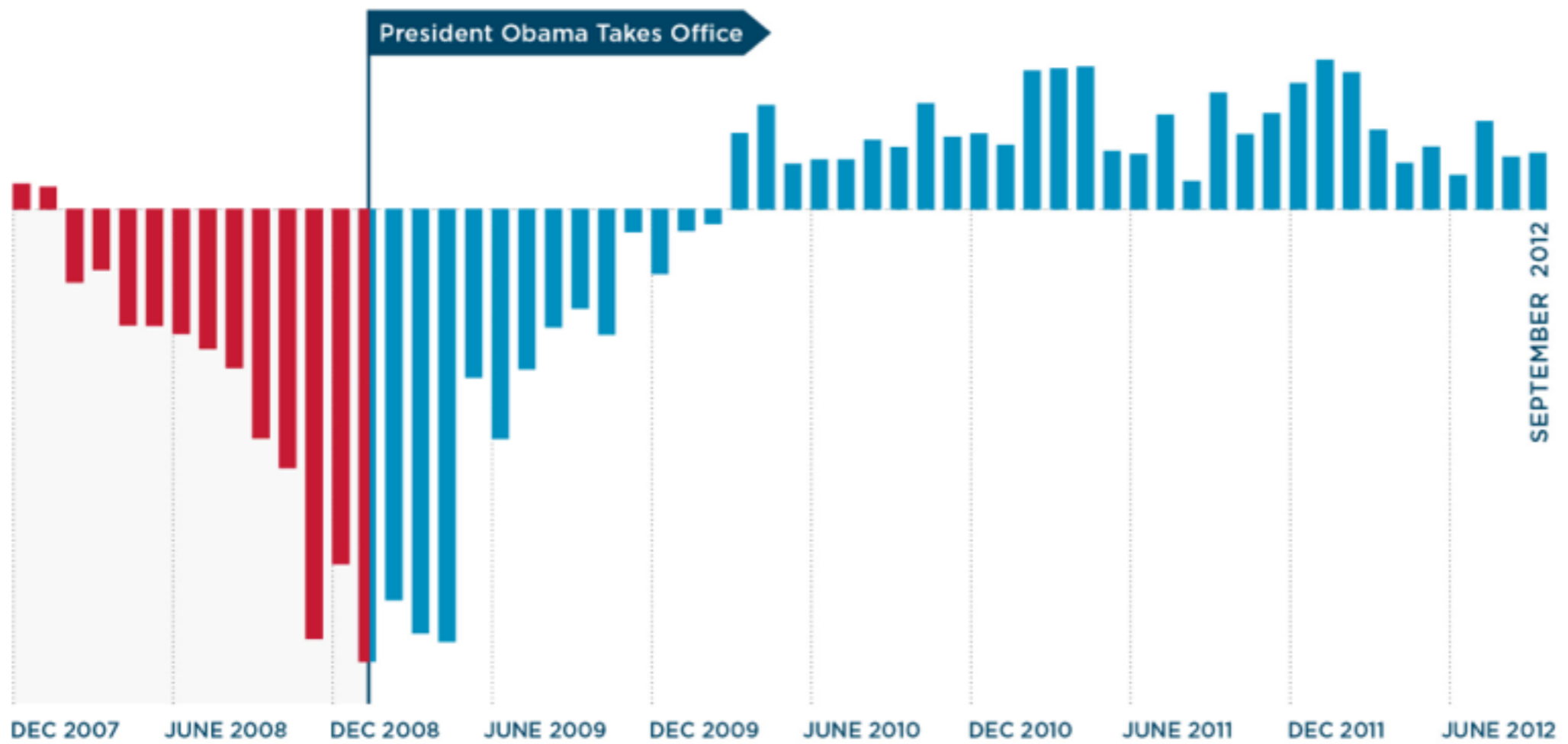
*- Barack Obama*



# JOB CREATION

DECEMBER 2007 to SEPTEMBER 2012

*Private sector monthly change, thousands*



Source: Bureau of Labor Statistics

Macintosh HD  
899.35 GB, 756.83 GB free

Microsoft Outlook







*Team*  
**DIGITAL**  

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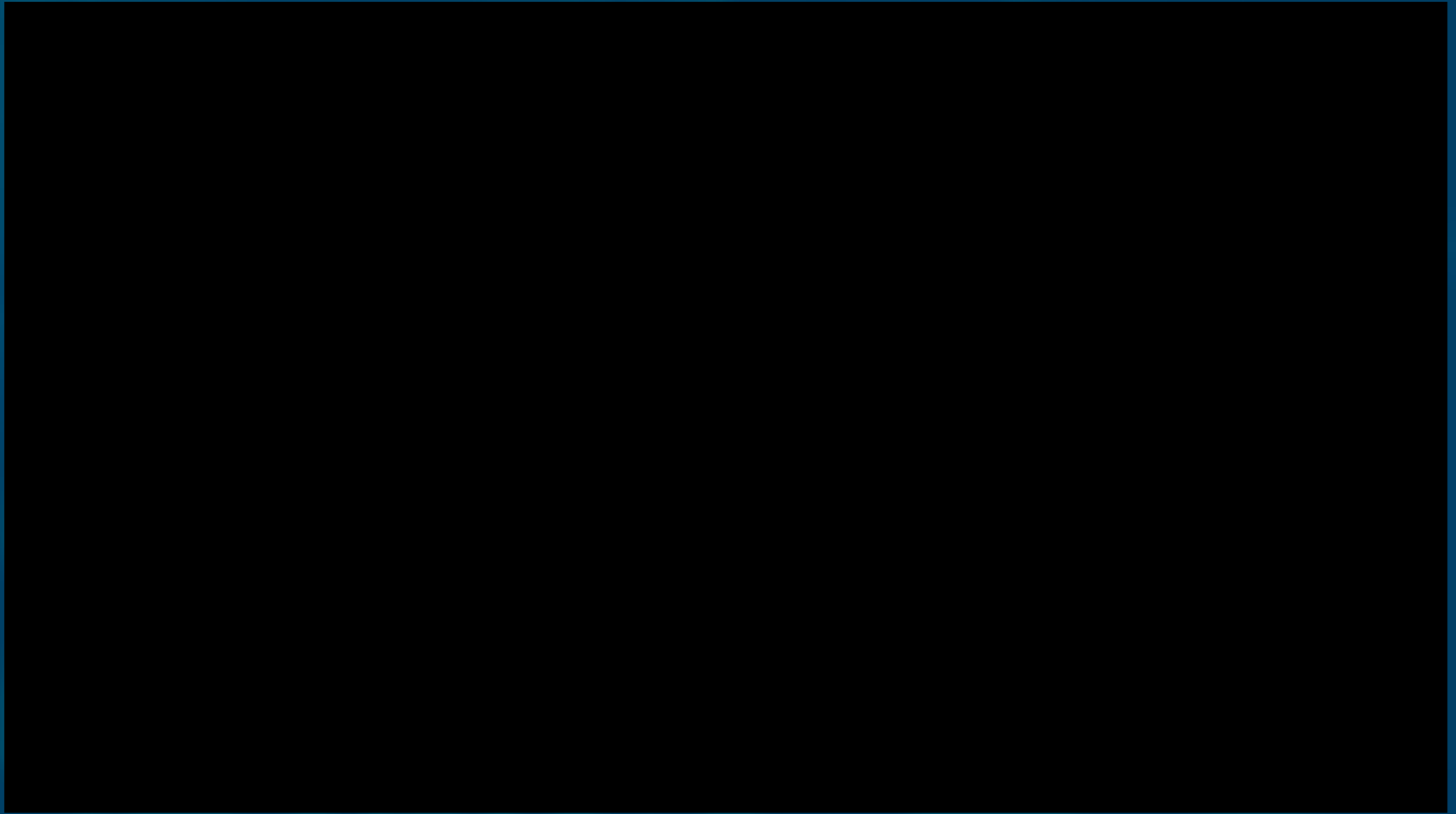
**FUNDRAISING**



A group of people are seated around a dining table in a restaurant. In the center, Barack Obama is seated, wearing a white shirt and a dark tie, holding a burger. To his left, a woman with glasses and a dark jacket is seated. To his right, another man in a light blue shirt and tie is seated. In the foreground, the back of a woman with long brown hair wearing a blue top and the back of a man in a white shirt are visible. The table is set with plates of food, including burgers, fries, and a pizza. The background features a tufted yellow leather booth. The entire image has a blue color overlay.

# A LITTLE ART





A group of people are seated around a large wooden conference table in a meeting room. Several laptops are open on the table, and some papers are scattered around. The scene is overlaid with a semi-transparent blue filter. The text "A LITTLE SCIENCE" is centered in white, bold, uppercase letters.

**A LITTLE SCIENCE**





Donate today - Barack Obama

https://contribute.barackobama.com/?source=donatebutton-HP

Barack Obama Apple Yahoo! Google Maps YouTube Wikipedia News Popular

**OBAMA BIDEN** Log out

### Donate today

Amount    Submit

1 ————— 2

**RYAN ROCHE** Secure

2540 West Augusta Blvd. Apt 3F  
3F  
Chicago, IL 60622

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**SAVED PAYMENT METHOD**

Type: Visa  
Number: \*\*\*\* \* 3502

[Use different info](#) [Manage your account](#)

DONATE \$3.00

“ Stand with me, work with me,  
let’s finish what we’ve started.”



AT&T 1:33 PM

Messages 622-62 Edit

Text Message  
Jun 6, 2012 1:32 PM

Last call to stand with President Obama before tonight's critical fundraising deadline. Just reply with the amount to give through your saved credit card.

10

Thanks for your donation. We'll charge your saved credit card and send an email receipt within 24hrs. To cancel, reply UNDO. To give again, text another amount.

Text Message Send



*Team*  
**DIGITAL**

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**ORGANIZING**

Log in | Create account

GROUPS

BLOG

VOLUNTEER

STORE

DONATE

\*Zip code:

43551

\*Email:

suziejane@gmail.com

\*Create password:

Confirm password\*:

# BETTER CONNECTIONS *to the* ON-THE-GROUND ORGANIZATION

CREATE MY PAGE

## Connect

Facebook

Twitter

Tumblr

RSS

YouTube

Flickr

SMS

## Related Sites

Attack Watch

GOP Debate Watch

Gotta Register







# Dashboard

5 Alexander Williamson

There's a new version of Dashboard available. Please refresh your browser for the latest version.

### ACTIVITY

- Raymond G Sandoval, SD NM posted a status update
- Sally Smith updated her profile.
- Taylor LeCroy posted a status update
- Susanne Williams posted a status update
- Jake Welchert made 12 calls using the call tool

### YOUR TEAM

4  
team members online right now

### CALL TOOL

### EVENTS

10  
upcoming events in your area

### PEOPLE

### MESSAGES

13  
unread messages

### GROUPS

### DAILY REPORT

26  
non reporters yesterday

### NUMBERS

654,321  
One-on-ones scheduled

○○○●○○

### VOTE BUILDER

### GET FIRED UP

*and to the* SOCIAL GRAPH

OBAMA BIDEN

# REGISTER to VOTE

## REGISTER



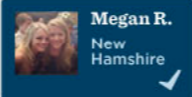







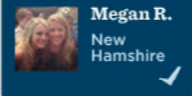

REGISTER YOURSELF REGISTER YOUR FRIENDS

### Get your friends registered!

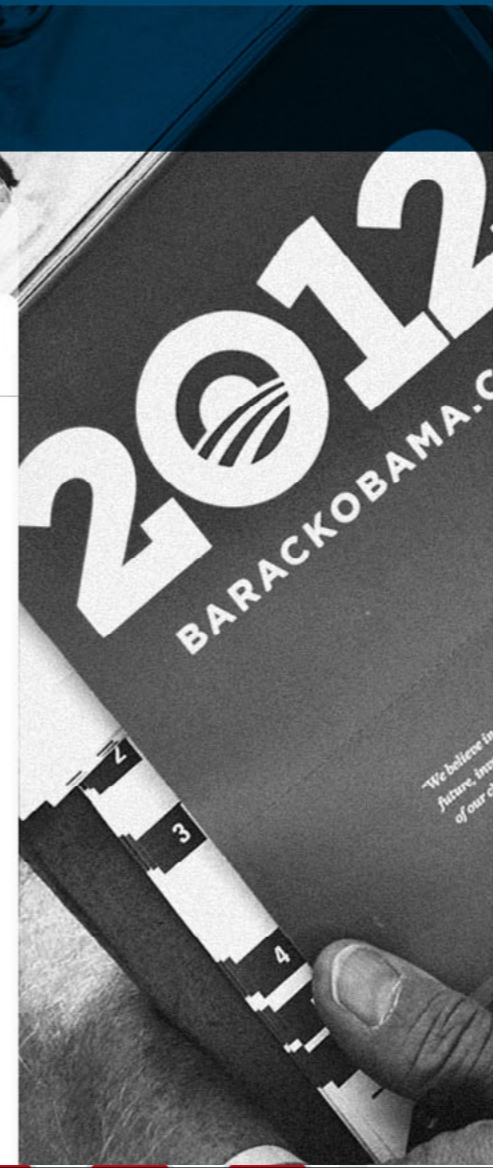
This will be a close election—but you can help make an impact by sharing this app with friends who live in key states. Here's a suggested list based on your friends' info:

RECOMMENDED

PREVIOUS SHARES

- |  |  |  |   |
|--|--|--|---|
|  Craig R.<br>Ohio |  Louis S.<br>Hawaii |  Megan R.<br>New Hamshire |  Christop...<br>New York |
|  Craig R.<br>Ohio |  Louis S.<br>Hawaii |  Megan R.<br>New Hamshire |  Christop...<br>New York |
|  Craig R.<br>Ohio |  Louis S.<br>Hawaii |  Megan R.<br>New Hamshire |  Christop...<br>New York |

SHARE



Recommendations More

Rate Recently Used Apps

- Facebook Messenger for iPhone ★★★★★
- Obama 2012 ★★★★★
- Klout ★★★★★

Sponsored Create an Ad

**Barack Obama**  
Tell Congress that when it comes to creating jobs, we can't afford to wait.  
  
35,379 12,689 2,877

**Maverick PAC**  
Obama is counting on young voters to help him get four more years - LIKE if you won't be h...  
  
Like This Page

**Courting young voters in 2012 election - CBS News**  
Like This Page

**Verizon Wireless**  
Need the perfect tech gift? Find the best 4G LTE Smartphones, Tablets & more: <http://on.fb...>  
  
Like This Page

Zoo World - Report/Contact this App

*So what's next?*







*Questions?*

**TEDDY@PRECISIONSTRATEGIES.COM**