

PMGT 265.10 - Online Campaigning

Spring Semester, 2009

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Course Description:

This course will cover all aspects of building and managing issue and electoral campaigns on the Internet. It will cover both strategic and tactical aspects of online campaigning including, email list building, fundraising, writing, social networking, blogging, web design, and an overview of backend systems and CRMs. Students will break into teams and run a campaign themselves as part of the course.

Objectives:

Students will:

- Develop an understanding of the role of the Internet in an electoral or advocacy campaign.
- Learn techniques for online list building fundraising and outreach to blogs and social networks.
- Learn how to write both email and web content.
- Gain expertise in all aspects of online campaigning

Requirements:

Grades will be based on a series of individual and group projects that culminate in groups running their own online campaigns.

The final grades will be based on the following criteria:

1. First Online Writing Assignment: 20%
2. Individual Online Campaign Plan: 20%
3. Team online project: 40% (Including memo and group presentation)
4. Class participate: 20%

Reading:

Saul Alinsky, Rules for Radicals, (Vintage, 1989 edition)

Robert Scoble, Naked Conversations: How Blogs Are Changing the Way Businesses Talk With Customers (Wiley, 2006)

Madeline Stanionis, The Mercifully Brief, Real World Guide to Raising Thousands (If Not Tens of Thousands) of Dollars With Email (Emerson & Church, 2006)

James Surowiecki, The Wisdom of Crowds (Anchor, 2005)

Course Schedule:

January 15th: Intro to the Internet/Intro to Campaigning

January 22nd: Writing For The Web/Web Design/CRMs
Read: *Rules for Radicals*

January 29th: Campaign Elements
Writing Assignment Due

February 5th: List building

February 12th: Online Fundraising
Read: *The Mercifully Brief, Real World Guide to Raising Thousands (If Not Tens of Thousands) of Dollars With Email*

February 19th: Blogging and Blog Outreach
Read: *Naked Conversations*

February 26th: Online Advertising
Break into project teams. Final Project explained

March 5th: Measuring Performance
Campaign Memo Due

March 12th: Launching your website
Content due for final project

March :19th: **Spring Break**

March 26th: Social Networks
Read: *The Wisdom of Crowds*
First Project Email Out/Online Ads Up

April 2nd: Multimedia/Video

April 9th: Online – Offline Actions
Review Campaign Content

April 16th: Guest Speakers from Presidential Campaign Internet Teams

April 23rd: Class Presentations From Online Campaigns