

History of the Political Internet

1996 to Present

1996 The Website



2000 Fundraising



2002 Email





Home
About George Pataki
About Mary Donohue
The Pataki Record
Volunteer
Contribute
E-Mail Sign Up

People for Pataki
amigos pataki
Democrats for Pataki
NYGOP



Governor George Pataki

Thursday, October 31, 2002



Come Join Us!

Show your support for Governor Pataki by joining us at one of our regional *Victory* offices. [Click here](#) for information on the nearest *Victory* office.

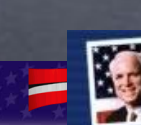


Latest News | [More News](#)

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- [NEW YORK OBSERVER, IRISH VOICE, CARIBBEAN DAYLIGHT PICK PATAKI](#)
- [NEW ADS TOUT PATAKI LEADERSHIP FOR HISPANIC, AFRICAN-AMERICAN, HAITIAN-AMERICAN NEW YORKERS](#)
- [PATAKI PICKS UP ENDORSEMENTS FROM MORE NY DAILIES, HISPANIC WEEKLY](#)




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Blog

Donate

Action Center

Vote

W Stuff

Sign up for breaking news, the inside scoop, action alerts, & event notices!

Email Address

Join Now

BUSH CHENEY '04

GeorgeWBush.com

STEADY LEADERSHIP
IN TIMES OF CHANGE

STAY INFORMED

Pres. Bush's Agenda

Pres. George W. Bush

Vice President Cheney

Laura Bush

Lynne Cheney

News Room

Photo Album

Blog

Chat Center

En Español

JOIN THE TEAM

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SEARCH

Keyword(s)

Find It

Economy

Compassion

Health Care

Education

Homeland Security

National Security

Environment

President Bush's Tax Relief Means Job Growth

TOPstory

LATESTvideos

LATESTphotos

LATESTheadlines

Human Rights for Women Essential to Democracy

President Bush's Tax Relief Means Job Growth

Kerry Voted Against Funds for Troops

President Bush Works to Expand Health Care Access

TAX CALCULATOR

SEE HOW THE BUSH TAX CUTS REALLY ADD UP!

CLICK HERE FOR MORE

Get The Word Out!

Call Talk Radio

get your station list here

LATESTtvads

The First 100 Days

"100 Days"

HIGH SPEED

LOW SPEED

BRIAN's Action Center

Current Action: [Help Register 10 Voters!](#)

Set Up a Party for the President

1

2

3

4

5

Get a personal note from the President!

Recruit 5 Volunteers

1

2

3

4

5

Get invited to exclusive chat sessions!

Sign Up 10 Friends

1

2

3

4

5

6

7

8

9

10

Get invited to exclusive chat sessions!

Help Register 10 Voters

1

2

3

4

5

6

7

8

9

10

Get a signed photo from President Bush!

Call Talk Radio and Write Editors

1

2

3

Get an exclusive screen saver!

JOHN KERRY: the raw deal

KERRY: "I actually did vote for the \$87 billion before I voted against it," referring to an amendment he supported that would have rescinded some tax cuts to finance the war.

Click to see how Kerry's record holds up.

Wstuff

Create a Poster

Get a Newsfeed for your site

Screensavers & Wallpapers

Buy Official George W Bush merchandise

BUSH-CHENEYchat

Ken Mehlman

RECENT BLOG entries

What's Happening on Wednesday, April 7, 2004?

posted 04.07.04 | 7:33 AM

Tax Freedom Day is April 11 -- the Earliest Since 1967

posted 04.06.04 | 10:29 PM

Senator Santorum: Pennsylvania Campaign Off to a Great Start

posted 04.06.04 | 8:32 PM

Editorial: Kerrys love affair with sky-high gas taxes

posted 04.06.04 | 5:12 PM

BC'04 Opens Headquarters in MN, WI & AR

posted 04.06.04 | 2:07 PM

GO TO THE BLOG

FEATURED BUSH volunteer

I support President Bush because of his commitment to our National security and his untiring efforts to support our Armed Forces. [MORE>](#)

BUSH-CHENEY quickvote

How many working families are benefiting from President Bush's Jobs and Growth Act?

2006 Blogs & Video



2008 Socnets & Search

This image is a collage of three political campaign websites from 2008. The largest website in the center is the Obama-Biden campaign site, featuring a blue header with the Obama-Biden logo and a quote from Barack Obama: "I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours." The site includes a navigation bar with links like LEARN, ISSUES, MEDIA, ACTION, PEOPLE, STATES, BLOG, and STORE. The main content area has a large banner for "FRONT ROW to HISTORY" with a "DONATE NOW" button. To the right, there's a "VOTE" section with a "FIND WHERE" button and a "VOLUNTEER" section with a "FIND EVENTS" button. The bottom section features a "GOTV Calling: What it means" article and a "BARACK TV" video player. To the right of the Obama-Biden site is the McCain-Palin campaign site, which has a blue header with the McCain-Palin logo and the slogan "COUNTRY FIRST: REFORM*PROSPERITY*PEACE". It includes a navigation bar with links like HOME, ABOUT, ISSUES, NEWS & MEDIA, EVENTS, BLOG, COALITIONS, ACTION, STORE, CONTRIBUTE, and a "SIGN UP" button. The main content area features a large video player with the title "Freedom" and a "WATCH NOW" button. To the right of the video player is a "VOTE NOW" button and a "GET 5 VOTERS" button. The bottom section has a "McCain&YOU" section with a "Select Your State" dropdown menu. To the left of the Obama-Biden site is a smaller website for Swann Matthews, which has a blue header with the Swann Matthews logo and a "Click Here To Register" button. It includes a navigation bar with links like Home, About Our Team, Newsroom, and a "SEARCH" button. The main content area features a "Latest News" section with a list of articles and a "On the Blog" section.

OBAMA BIDEN

Get Local! Create Your MyBO Account ([or Login](#)) Email Address Zip Code Get Started

EN ESPAÑOL

McCain PALIN

COUNTRY FIRST: REFORM*PROSPERITY*PEACE

HOME ABOUT ISSUES NEWS & MEDIA EVENTS BLOG COALITIONS ACTION STORE CONTRIBUTE Your Email Zip SIGN UP

Swann Matthews

Home | About Our Team | Newsroom

STAY INFORMED

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SEARCH

Keyword(s)

Find It

Front Row to History

You could join Barack on Election Night

DONATE NOW

5 THINGS YOU CAN DO

VOLUNTEER

KNOCK ON DOORS

MAKE CALLS

FIND EVENTS

LOGIN

OBAMA BLOG

GOTV Calling: What it means

Yesterday, on the first full day of Get Out The Vote, we set an all-time record for phone calls made using our online voter contact tool : 431,645 calls in a single day. While volunteers in key battleground states canvassed neighborhoods by foot and crowded into offices to phonebank , grassroots phonebankers from across the country pitched in by making phone calls from home and talking to voters, one at a time. Our goal for online calling today: reach...

OTHER STORIES

Nov 02 [New York to Virginia](#)

Nov 02 [Today's Front Pages](#)

Nov 02 [LIVE: Barack in Columbus, Ohio](#)

Nov 02 [LIVE: Joe and Jill in Tallahassee, Florida](#)

Nov 02 [Canvass for Change: Jeanette in Indiana](#)

BARACK TV

McCain PALIN

COUNTRY FIRST: REFORM*PROSPERITY*PEACE

HOME ABOUT ISSUES NEWS & MEDIA EVENTS BLOG COALITIONS ACTION STORE CONTRIBUTE Your Email Zip SIGN UP

VOTE

FIND WHERE

WHY MCCAIN

COMPARE CANDIDATES

HEALTH CARE

VOLUNTEER

"Freedom"

WATCH NOW

WHY YOUR VOTE SHOULD BE FOR McCain

DOWNLOAD

LEARN MORE

IT'S TIME TO MAKE HISTORY

JOIN THE TEAM

Your Email Zip **GO**

VOTE NOW

GET 5 VOTERS

MAKE CALLS

MORE OPTIONS

In The News

11.02 ICYMI: Pittsburgh Tribune-Review Endorses John McCain

10.31 Statement On Barack Obama Hedging On Foreign Policy

10.31 McCain-Palin 2008 Launches New Radio Ad: "Cuts"

10.31 McCain-Palin Campaign Launcher Harriet and

Photos of the Week

McCain&YOU

YOUR STATE AND COALITIONS

YOUR STATE: Select Your State

YOUR COALITION: Select Your Coalition

2010 Mobile



Michele PAC



Help MichelePac Retire Nancy Pelosi!
MichelePAC is Congresswoman Michele Bachmann's official Political Action Committee and is committed to helping elect **constitutional conservative** candidates throughout the country. In fact MICHELEPAC stands for:

Many Individual Conservatives Helping Elect Leaders Everywhere!

As a leader on key issues, Michele is frequently asked to travel around the country to speak, endorse and raise funds for conservative Republican campaigns. As a member of the team focused on ending the reign of Nancy Pelosi and the liberal majority, she is doing her part. So, in August 2010, she founded MichelePAC to provide direct and indirect support to conservative candidates nationwide. Because it is not connected in any way to Bachmann for Congress, MichelePAC can provide this crucial financial support without draining her own campaign resources. And we've set some ambitious goals: with your help, MichelePAC will ultimately help retire Nancy Pelosi as Speaker. Your immediate support will help Michele bring about a **constitutional conservative** majority to Congress.

DONATE TODAY!

EMAIL SIGN UP:



 Like

 230 people like this. Be the first of your friends.

 Tweet This

 Digg This

Paid for by Many Individual Conservatives Helping Elect Leaders Everywhere. Not authorized by any candidate or candidate's committee. www.MichelePAC.com

About Us | Contribute | Contact

Contributions to Many Individual Conservatives Helping Elect Leaders Everywhere are not deductible as charitable contributions for federal income tax purposes.

Elements of Political Internet Success

An Introduction

Strategy

Website

Fundraising

Advertising

Email

Social Networking

Mobile

Strategy

- Message
- Design
- Technology

Strategy

Website

Fundraising

Advertising

Email

Social Networking

Mobile

Website

- The “Hub”
- Answers 3 questions:
 1. Who am I?
 2. What do I believe?
 3. How can you help?

Strategy

Website

Fundraising

Advertising

Email

Social Networking

Mobile

Fundraising

- More than processing
- Tools to raise money:
 - 1.Emails & Schedules
 - 2.Website “Transom”
 - 3.Advertising

Strategy

Website

Fundraising

Advertising

Email

Social Networking

Mobile

Advertising

- Huge untapped audience
- Waiting to be reached:
 1. Search Ads
 2. Banner Ads
 3. Social Media Ads

Strategy

Website

Fundraising

Advertising

Email

Social Networking

Mobile

Email

- Not sexy
- Still is the backbone:
 1. Signup & List Building
 2. Email List Matching
 3. Delivery & Schedules

Strategy

Website

Fundraising

Advertising

Email

Social Networking

Mobile

Social Networking

- New way to connect
- Reach more supporters:
 1. Facebook & Twitter
 2. YouTube
 3. Content is King

Strategy

Website

Fundraising

Advertising

Email

Social Networking

Mobile

Mobile

- People can access it all:
 1. Full Web and WAP
 2. Video, Twitter & More
 3. Text & Messaging
- Advertising

Strategy

Website

Fundraising

Advertising

Email

Social Networking

Mobile

