

How Obama's Million Volunteers Transformed Campaigning in America



In the 2008 presidential election, Barack Obama's campaign harnessed the power of grassroots organizing to unprecedented levels. By recruiting and mobilizing over 1 million volunteers, Obama's campaign was able to reach voters on a scale that had never been seen before. This army of volunteers played a critical role in Obama's victory, and their efforts helped to transform the way that campaigns are run in America.

The Power of Grassroots Organizing

Grassroots organizing is a form of political activism that emphasizes the involvement of ordinary citizens in the political process. Grassroots organizers work to build relationships with voters, identify their needs, and mobilize them to take action. This type of organizing can be very effective in reaching voters who are often ignored by traditional campaign tactics, such as television ads and direct mail.



Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America

by Elizabeth McKenna

★★★★☆ 4.4 out of 5

Language	: English
File size	: 1770 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 268 pages
Lending	: Enabled



Obama's campaign recognized the power of grassroots organizing early on. In the months leading up to the election, the campaign recruited and trained thousands of volunteers to go door-to-door, make phone calls, and register voters. These volunteers played a crucial role in getting Obama's message out to voters and turning out the vote on Election Day.

The Impact of Obama's Volunteers

Obama's volunteers had a significant impact on the outcome of the election. They helped to register over 15 million new voters, and they made over 100 million phone calls to voters. On Election Day, Obama's

volunteers knocked on over 10 million doors and helped to turn out a record number of voters.

These efforts were essential to Obama's victory. In many battleground states, Obama won by a margin of less than 1%. Without the help of his volunteers, it is likely that Obama would have lost the election.

The Legacy of Obama's Volunteers

Obama's campaign was a watershed moment for grassroots organizing in America. It showed that volunteers can play a major role in winning elections, and it inspired other campaigns to adopt similar organizing strategies.

Since the 2008 election, grassroots organizing has become an increasingly important part of American politics. Both Democratic and Republican campaigns have relied on volunteers to reach voters and turn out the vote. In the 2020 presidential election, for example, Joe Biden's campaign recruited over 2 million volunteers.

The legacy of Obama's volunteers is likely to continue for many years to come. Grassroots organizing has become a vital part of American politics, and it is playing an increasingly important role in shaping the future of our democracy.

Obama's million volunteers were a key factor in his victory in the 2008 presidential election. They helped to register new voters, make phone calls, and knock on doors, and their efforts helped to turn out a record number of voters on Election Day. Obama's campaign was a watershed moment for grassroots organizing in America, and it inspired other campaigns to adopt

similar organizing strategies. Since the 2008 election, grassroots organizing has become an increasingly important part of American politics, and it is playing an increasingly important role in shaping the future of our democracy.

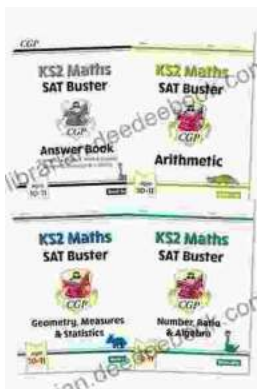


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