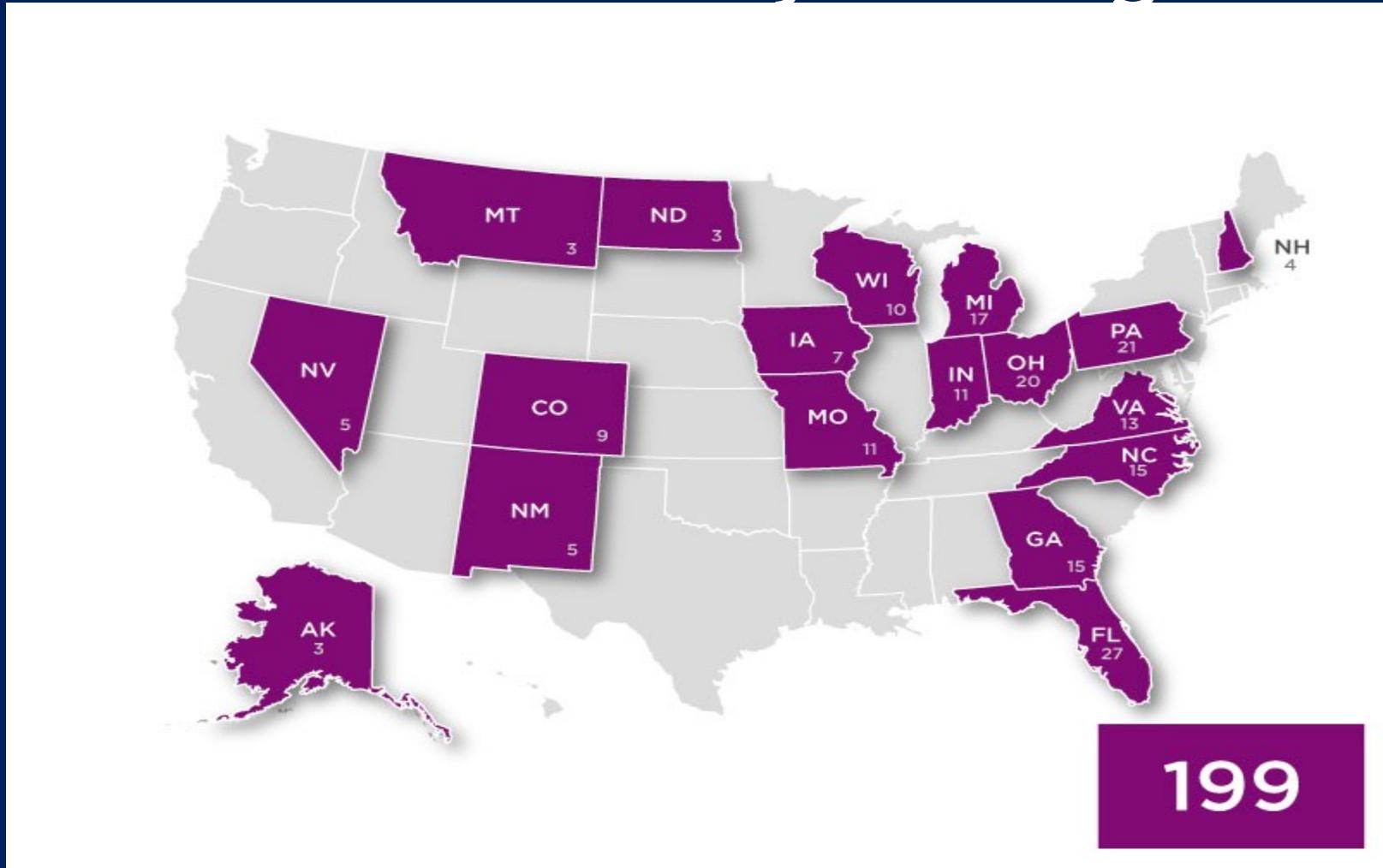


Change Begins in Wisconsin

Barack Obama's Blueprint for Victory



Wisconsin is a Key Battleground



ABOVE: 18 States Where Obama Campaign is on TV

Wisconsin - Major Part of Our National Strategy

- Closest “blue” state in the nation in 2004
- Decided by less than 1% of the total vote in 2000 and 2004.

Wisconsin is Ready for Change

- Nearly \$4.00 for a gallon of gas
- Working families in Wisconsin need a President who speaks for them - not the special interests
- In a recent poll, only 17% of Wisconsin voters think the country is headed in the right direction

Obama's Message to Wisconsin

- Barack Obama will move the country in a new direction
- Obama will put the needs of Wisconsin's middle class families first
- It's time to unify the country, bringing Democrats and Republicans together to make the change we need

A Candidate Who Understands Wisconsin

Barack Obama's life story means that he can relate to the struggles so many Wisconsin families face. His father left when he was two. Raised by his single mother and grandparents, he's fought against tough odds every step of the way to get where he is. He continues to be guided by his faith and his love for an America that has allowed someone like him to achieve the things he has.

Incredible Enthusiasm for Change

- More than 10,000 volunteer shifts filled since June 1
- More than 1500 people attended more than 100 events to celebrate 100 days to Election Day
- More than 4,400 enthusiastic volunteers have attended office opening events

A New Kind of Campaign

- Instead of relying just on staff or TV commercials, our Campaign for Change is building a different kind of organization - based on people talking to their own neighbors.
- The campaign is also creating “Obama Organizing Teams” - volunteers trained, equipped, and empowered to build a campaign organization in their own neighborhood.
- Puts change in the hands of regular Americans.

How Do Obama Organizing Teams Work?

- Teams run the campaign outreach effort in their community, including:
 - Organizing canvasses and phonebanks
 - Voter registration
 - Faith outreach
 - Recruiting other volunteers
 - Organizing house meetings
 - Policy forums

Obama Organizing Teams - By the Numbers

- Recruiting more than 450 Obama Organizing Teams in WI- unprecedented organizing effort in size, scope, and use of online tools to mobilize volunteers.
- Each team is responsible for roughly 10-15 wards.
- Teams will consist of at least six members, generally expected to commit at least 10 hrs per week each - and many do more

By the Numbers , cont.

- Since June 15, the campaign has held more than 3500 one-on-one meetings with Wisconsin voters to talk about how to get involved in the campaign.
- Wisconsin residents have held more than 425 house parties to share Senator Obama's message of change with friends and neighbors

Training the Teams

- On August 23 the campaign will hold 14 full-day trainings throughout the state
- Our field staff will work with each team, and set weekly goals for them -- # of voters reached, # of organizing events held, etc.

Equipping the Teams

- Teams can use powerful online tools on wi.barackobama.com to organize phonebanks, canvasses, etc. and recruit volunteers - in their own neighborhoods
- Teams can download flyers and fact sheets from wi.barackobama.com to give undecideds during door-to-door and other outreach.

Join our Team

- So far, nearly 1100 people have joined more than 350 Obama Organizing Teams, and we are recruiting new volunteers every day.
- Volunteers who want to join or lead an organizing team can sign up at one of our Campaign for Change offices or on wi.barackobama.com

wi.barackobama.com

of wi.barackobama.com
grassroots groups in
Wisconsin

682

of grassroots events
(canvasses, phonebanks, etc)
planned online for this week
(8/11-8/18)

61

wi.barackobama.com

of grassroots events planned
online since June 1 alone

824

of participants in these
events

2654

Rural Outreach

- Obama believes rural America has been ignored too long in Washington.
- His rural agenda will help ensure that rural Wisconsin residents can make a good living, raise a healthy and secure family, and leave their children a future of opportunity.
- Rural Outreach will be a major focus of our efforts, particularly as we open additional offices around the state

Student Outreach

- The campaign has major outreach programs on campuses around the state, including:
 - Alverno College
 - Beloit College
 - Carthage College
 - Lawrence University
 - Madison Tech
 - Marquette University
 - Milwaukee Tech
 - UW Eau Claire
 - UW Green Bay
 - UW La Crosse
 - UW Madison
 - UW Milwaukee
 - UW Oshkosh
 - UW Platteville
 - UW River Falls
 - UW Stevens Point
 - UW Stout
 - UW Superior
 - UW Whitewater