

## The Best Online Campaigns of 2008

We were awed by what organizations accomplished in 2008 through the power of online campaigns. From AARP's personalized video urging YOU to vote, to the phenomenal success of the Obama campaign's online fundraising efforts, 2008 ushered in a new era of online campaigning—one that we at M+R are thrilled to be a part of!

Some of our favorite campaigns of 2008 were launched closer to home by the organizations that we work with every day. What did it take to be the best of the best in 2008? Read on!

### **Thumbs Up: NARAL Pro-Choice America's Txt4 Choice Campaign**

Voters were never far from the facts they needed to make informed choices this November, thanks to NARAL Pro-Choice America's [Txt4Choice](#) text-messaging campaign. Cell phone users had unlimited access to information about the presidential candidates' positions on choice, updates from the field on Election Day, and even their state's rank on reproductive choice—all by pressing send! Want to know if your state is flunking when it comes to choice? Simply text "Grade CA" (or your state's abbreviation) to 49609!

### **You're Fired! American Rights at Work "Your New Job" Campaign**

Imagine if your salary was based on a "smell test" and you could lose your job at any moment for getting old (or putting on a few pounds)! It's a scary proposition, and one that [American Rights at Work](#) and its allies used to help collect thousands of signatures in support of the Employee Free Choice Act through a clever online video campaign. The hit video [Your New Job](#) was watched more than 180,000 times on YouTube, earning ARAW a spot among the Top 10 most-watched videos in YouTube's nonprofits and activism category for September.

### **Susan G. Komen for the Cure Advocacy Alliance's I Vote For the Cure® Campaign**

Komen supporters know how to get what they want—by *asking!* The [I Vote for the Cure®](#) Campaign asked political candidates around the country to support three common-sense policies in the fight to end breast cancer. Supporters sent the message loud and clear, uploading hundreds of personal photos to an online slideshow, adding 120,000 signatures to an online petition, and watching (and forwarding) a moving campaign video. Supporters told candidates, in no uncertain terms, "This year, I'm voting for the cure."

### **League of Conservation Voters: What Are They Waiting For? Campaign**

The climate crisis will be one of the biggest challenges facing the next president—but national media outlets covering the 2008 election weren't talking about it. [League of Conservation Voters'](#) What Are They Waiting For? Campaign urged top reporters to

stop ignoring global warming and start asking the presidential candidates about their solutions. The campaign recruited more than 30,000 new supporters for LCV, and more than 80,000 people emailed Wolf Blitzer, Chris Wallace, George Stephanopoulos, and other top reporters to demand they start asking tough questions on climate change.

### **AARP's "Get Out the Vote" Video**

Finally, we can't help but mention [AARP's](#) 2008 election video "Get Out the Vote," which put YOU right in the middle of the presidential election! AARP sent out two million personalized emails embedded with the video and every person who watched sent it on to an average of 2.8 friends, telling *them* to check it out. Most people watched the video multiple times and bloggers liked it too—over a hundred blogs shared the video with their readers! You can check out the video now by clicking [here](#)!