



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

*Elizabeth McKenna, Hahrie Han*

Download now

[Click here](#) if your download doesn't start automatically

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

*Elizabeth McKenna, Hahrie Han*

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

Elizabeth McKenna, Hahrie Han

Much has been written about the historic nature of the Obama campaign. The multi-year, multi-billion dollar operation elected the nation's first black president, raised and spent more money than any other election effort in history, and built the most sophisticated voter targeting technology ever before used on a national campaign. What is missing from most accounts of the campaign is an understanding of how Obama for America recruited, motivated, developed, and managed its formidable army of 2.2 million volunteers. Unlike previous field campaigns that drew their power from staff, consultants, and paid canvassers, the Obama campaign's capacity came from unpaid local citizens who took responsibility for organizing their own neighborhoods months--and even years--in advance of election day. In so doing, *Groundbreakers* argues, the campaign engaged citizens in the work of practicing democracy. How did they organize so many volunteers to produce so much valuable work for the campaign? This book describes how.

Elizabeth McKenna and Hahrie Han argue that the legacy of Obama for America extends beyond big data and micro-targeting; it also reinvigorated and expanded traditional models of field campaigning. *Groundbreakers* makes the case that the Obama campaign altered traditional ground games by adopting the principles and practices of community organizing. Drawing on in-depth interviews with OFA field staff and volunteers, this book also argues that a key achievement of the OFA's field organizing was its transformative effect on those who were a part of it. Obama the candidate might have inspired volunteers to join the campaign, but it was the fulfilling relationships that volunteers had with other people--and their deep belief that their work mattered for the work of democracy--that kept them active.

*Groundbreakers* documents how the Obama campaign has inspired a new way of running field campaigns, with lessons for national and international political and civic movements.

 [Download Groundbreakers: How Obama's 2.2 Million Volunteers ...pdf](#)

 [Read Online Groundbreakers: How Obama's 2.2 Million Voluntee ...pdf](#)

## **Download and Read Free Online Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America Elizabeth McKenna, Hahrie Han**

---

### **From reader reviews:**

#### **Effie Morris:**

Book will be written, printed, or highlighted for everything. You can realize everything you want by a book. Book has a different type. To be sure that book is important matter to bring us around the world. Next to that you can your reading ability was fluently. A e-book Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America will make you to end up being smarter. You can feel much more confidence if you can know about anything. But some of you think that will open or reading a book make you bored. It isn't make you fun. Why they can be thought like that? Have you trying to find best book or ideal book with you?

#### **Natalia Burton:**

Reading a guide can be one of a lot of activity that everyone in the world adores. Do you like reading book consequently. There are a lot of reasons why people fantastic. First reading a reserve will give you a lot of new information. When you read a guide you will get new information because book is one of various ways to share the information or maybe their idea. Second, examining a book will make you actually more imaginative. When you reading through a book especially fiction book the author will bring one to imagine the story how the people do it anything. Third, you could share your knowledge to other people. When you read this Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America, you can tells your family, friends along with soon about yours book. Your knowledge can inspire average, make them reading a publication.

#### **Leonard Jones:**

In this age globalization it is important to someone to find information. The information will make professionals understand the condition of the world. The healthiness of the world makes the information easier to share. You can find a lot of personal references to get information example: internet, magazine, book, and soon. You can see that now, a lot of publisher that print many kinds of book. The book that recommended to you is Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America this reserve consist a lot of the information in the condition of this world now. This kind of book was represented how do the world has grown up. The words styles that writer require to explain it is easy to understand. The writer made some investigation when he makes this book. Honestly, that is why this book suitable all of you.

#### **Patricia Whetsel:**

A number of people said that they feel uninterested when they reading a guide. They are directly felt it when they get a half elements of the book. You can choose the particular book Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America to make your own personal reading is interesting. Your own skill of reading expertise is developing when you similar to reading. Try to choose basic book to

make you enjoy to see it and mingle the sensation about book and looking at especially. It is to be initial opinion for you to like to open a book and learn it. Beside that the guide Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America can to be your brand-new friend when you're experience alone and confuse with the information must you're doing of this time.

**Download and Read Online Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America Elizabeth McKenna, Hahrie Han #C4BSUHKX6Y0**

## **Read Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America by Elizabeth McKenna, Hahrie Han for online ebook**

Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America by Elizabeth McKenna, Hahrie Han Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America by Elizabeth McKenna, Hahrie Han books to read online.

## **Online Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America by Elizabeth McKenna, Hahrie Han ebook PDF download**

**Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America by Elizabeth McKenna, Hahrie Han Doc**

**Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America by Elizabeth McKenna, Hahrie Han Mobipocket**

**Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America by Elizabeth McKenna, Hahrie Han EPub**