



How can you implement
“**Obama style**” digital organizing and
infrastructure to drive **lasting results**
in your partnership campaigns?

Presenters



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CASE STUDY

Telefónica UK and National Youth Agency: MyThinkBig.co.uk

The screenshot shows a user profile for Roy Lichtenstein, a Senior IT developer. The profile includes a navigation bar with 'HOME', 'GET INVOLVED', 'RESOURCES & FAQs', and a user menu for 'Roy Lichtenstein'. The main content area features a profile picture, a bio, and a 'Connect profile to Twitter' button. A progress bar indicates 18 hours contributed, with milestones at 15 (AWESOME), 30 (AMAZING), 45 (INCREDIBLE), and 60+ (ROCK-STAR!). Below the progress bar, there are four campaign categories: YOUNG PEOPLE (4320 hours), TEAM (1230 hours), DIGITAL (10231 hours), and PLANET (543 hours). The profile also shows a section for 'Time everyone has given to Think Big so far this year: 11,235 hours' and a list of recent posts, including one from Bob Martins and another from 'I AM...'.

11,000
participants

8
linked
campaign sites

17,000
hours of volunteering


CASE STUDY

Wise advocates for price transparency in international payments




VOLUNTEER

local advocate x

3  **Pavithra Nadal**
9 people recruited

top fundraiser x

 @pavithranadal

STRONG
supporter

14

linked campaign sites

13,000

mobilised supporters in 82 countries

8,000

petition signatures



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