

For London Mayor Ken Livingstone's 2008 campaign, Blue State Digital quickly built a fiercely loyal online file of constituents willing to take action both online and off to secure Livingstone's reelection. Those constituents made phone calls to generate support, attended campaign events, contributed almost £25,000 (about \$50,000), and responded rapidly to online calls to action, helping to position Livingstone to run strongly at the polls.

BSD brings together fundraising, advocacy, and constituency-building into a single Internet application, which is easy to integrate with your existing Web site. Use the BSD Online Tools Suite to raise funds, develop your online constituency, build legislative or opinion support for an issue or candidate, maintain an active public face for your organization, or any combination.

London Mayor Ken Livingstone is using the BSD Online Tools Suite to develop and manage a constituency of volunteers and supporters for his 2008 reelection campaign.



Grassroots video, produced by BSD and placed on YouTube, has helped make the case for Ken Livingstone.

ready to get started?

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background and goals

In his 2008 reelection campaign, London Mayor and Labour Party member Ken Livingstone found himself in the political race of his life. Despite eight successful years in the city's top office, he faced a tough Tory challenger in Boris Johnson, a right-wing television commentator and newspaper columnist, whose popularity in the media obscured right-wing policies that Livingstone and his supporters felt would be disastrous for London. And a third candidate, Metropolitan Police commissioner and gay activist Brian Paddick, threatened to dilute Livingstone's traditional liberal support base in the election.



The Livingstone campaign needed a comprehensive cross-channel online communications strategy to highlight the effectiveness of Livingstone's policies and initiatives, mobilize supporters to rally behind him, and convince voters at large that continued Labour governance of the city was in the best interest of all Londoners. To create this program, they turned to Blue State Digital, which built and mobilized an online constituency for Livingstone in just three short months.

constituency-building and fundraising

In part because the Greater London Authority (of which the London mayor's office is a part) was created less than a decade ago, the election campaign lacks the tradition of grassroots involvement found in mayoral races in U.S. cities of comparable size like New York or Chicago, so in a sense Blue State Digital was called upon to build grassroots enthusiasm from the ground up. Through a combination of online advertising, grassroots media programs, and the deft use of earned media, they developed a fiercely loyal online file of several thousand people willing to be activated on behalf of Ken Livingstone.

Those online constituents have contributed more than £25,000 in individual donations, unprecedented for a comparable British race, and (more importantly) have been willing to volunteer extensively to phone-bank, canvass, and otherwise reach out to the silent majority of Londoners whose support will be needed on Election Day. As far as local elections in the United Kingdom go, Blue State Digital's campaign has been a groundbreaking one, demonstrating clearly that the same principles of online political activism that have been proven to work in the United States can also be applied elsewhere.

grassroots media programs

Thanks to Blue State Digital, the Livingstone campaign has received press for its use of innovative grassroots media programs. In particular, one campaign tactic, an online video advertisement produced by Blue State Digital that assembled voter testimonials via a toll-free telephone number, led to viral distribution and extensive coverage by media outlets including *The Independent*. Livingstone is the only candidate in the race to have used real, unscripted voices in its campaign advertising, and that decision has helped to cement his populist credibility.

community involvement

Given the size of Greater London (over 600 square miles), Blue State Digital's online tools suite has become a key component for organizing Livingstone's campaign volunteers. The

London Mayor Ken Livingstone

case study

system allows campaign supporters to enter their postal code and instantly find ways to get involved in their own communities, by participating in (or hosting) events, writing letters to news editors and other opinion leaders, and taking part in volunteer opportunities. Hundreds of events have been posted and hosted, and thousands of volunteers have signed up online to pass out leaflets at Tube stations and make phone calls from district offices across the city and from their own homes.

Using Blue State Digital's innovative online phone-banking tool, anyone with a telephone and an Internet connection has been able to make campaign phone calls. Volunteers who log in are instantly greeted with 20 assigned names and phone numbers to call, along with a script, on a Web page where they can record the call results with a mouse click. The campaign estimates that they have made direct contact with tens of thousands of additional voters that they would not have had the manpower to reach without this online channel.

looking to the future

Regardless of what happens on May 1st, Blue State Digital's involvement in the Livingstone campaign has permanently changed the face of British local politics, which has traditionally been a retail affair. Livingstone's experiment has demonstrated that online technology can be deployed cost-effectively in local races in Britain, and is expected to help make the difference for Livingstone on election day and to set a resounding example for future races across the United Kingdom and in Europe.

Events Within 99 kilometers of London United Kingdom XML ICAL

8 matching events found

Blackheath station leafleting
Friday, April 25, 2008 at 07:30 AM
London
07919843870
leaflets and stickers Vote Ken!no experience necessaryget the morning commuters!

Blackheath station leafleting
Friday, April 25, 2008 at 07:30 AM
Directions: To here - From here

BSD's event management tools have helped the Livingstone campaign increase its neighborhood presence across London's 600 square miles.

Blog

VOTE FOR LONDON KEN

Home / Ken's policies / Be involved / Your London / Media Centre / Donate / About Ken
Ken's London / Transport / Housing / Crime / Culture and Sport / Environment / Economy

July 7 Bus Driver Backs Ken Livingstone

Ken launched his manifesto for the election this morning in Wood Green. You can read what he had to say [here](#), and download the manifesto [here](#).

At the event, one of heroes of the 7th July bomb attacks strongly endorsed Ken for re-election as Mayor of London.

George Psaradakis, the driver of the No 30 bus destroyed in Tavistock Squares, said that in the aftermath of the terrorist attacks Ken had given Londoners the vital leadership they needed.

George said:

"There are some moments in your life you will never forget. The terrorist attack on the 7th July was one of those moments. This is exact time when you need leadership. Ken gave the leadership we needed. He

Sign Up

SIGN ME UP >

Donate
Your support makes all the difference - please make a donation. Every pound will help the campaign for London.
DONATE NOW >

An active campaign blog has brought individual perspectives to the race.

Achieve More Online with BSD's Online Tools

BSD's Online Tools Suite is the most effective Internet community solution available for candidates, cause-related organizations, and companies. It has been deployed by Livingstone for Mayor (London, 2008), Jon Cruddas for Deputy Leader (U.K., 2007), the European Council on Foreign Relations, the Open Europe Coalition, the Live Earth global concert series, and almost 200 U.S.-based campaigns, nonprofits, and other organizations.

Our tools combine fundraising, advocacy, and constituency-building capabilities into a comprehensive, action-oriented suite that will help you raise more money, grow your community faster, lock in constituent loyalty through social networking, and motivate your constituents to build public and legislative support behind issues that matter to you.

The best fundraising tools on the market are at your fingertips, behind a program manager interface that helps you select segments based on their activity history and message them more effectively. And our advocacy tools, integrated with our versatile Legislative and Media

Contact System, have been used successfully by dozens of organizations to win critical issue victories in national and local legislative bodies, among opinion leaders, and in the press.

But the real power of the BSD suite flows from our community development and social networking capabilities. By deploying BSD's Online Tools Suite on your Web site, you can help your constituents connect with others who share their interests, motivations, and passions; leverage their desire to be part of a change-making movement; and motivate them to take specific actions that will further your cause.

Lead generation and tell-a-friend, peer-to-peer fundraising, blogging and community content management, event calendaring, a group communication engine open to every member—all these tactics are available for you to deploy, through our easy-to-use program manager interface. Point tracking, built-in messaging, and community rating are all built in, to help encourage your constituents to stay involved and active.