

For Senator Edward M. Kennedy (D-MA), BSD manages online re-election fundraising, constituency development and outreach, and targeted advocacy programs through a set of coordinated Web sites based on the BSD tools. The Kennedy program is an example of aggressive outreach by a name-brand organization to generate consistent, ongoing list growth and fundraising income.

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.

Senator Kennedy is using the BSD Online Tools Suite to build a large and engaged online constituency willing to speak out and contribute in support of progressive issues and candidates.

The Committee for a
**DEMOCRATIC
MAJORITY**

The BSD tools have helped Senator Kennedy build an online community of 250,000 in three years.

ready to get started?

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background and goals

Kennedy, Massachusetts' senior Senator, has served since 1962, longer than any other member except Sen. Robert Byrd of West Virginia. With broad respect by Democrats, a substantial policy history, and a national profile, Kennedy's seat is one of the safest in the Senate – he was last returned in 2006 with almost 70% of the vote – making it possible for him to trade on his name and reputation to build constituencies behind policies and candidates he supports.



In an Internet age, much of this constituency-building happens online, and since 2005, BSD has managed all aspects of the Senator's online program – including fundraising, constituency development, and advocacy – via a complex of related Web sites based on the BSD online tools and via an aggressive outreach program. BSD is charged with growing the online list of the Senator and his PAC, with fundraising on behalf of Senator Kennedy and other candidates he supports, and with advocacy on behalf of issues and causes that are consistent with Senator Kennedy's beliefs and mission.

bsd's kennedy program

The bulk of BSD's activities for Senator Kennedy take place under the banner of the Web site of the Senator's Committee for a Democratic Majority (or CDM, at <http://democraticmajority.com>), one of the largest leadership PACs, and of the Kennedy for Senate campaign Web site (at <http://tedkennedy.com>). The two interlinked sites both rest on the same foundation – the BSD online tools suite.

Both sites are information-rich and rife with frictionless participation opportunities for site visitors. This is particularly true of the CDM site, which boasts a graphically bold layout and motivational copy that work together to guide users to site visitors to the action points. Petition campaigns have been particularly successful for the CDM, for which BSD has run an aggressive series of issue-oriented advocacy promotions that have resulted in significant organic list growth.

In managing Senator Kennedy's online presence, BSD has made full use of social networking, including such tactics as YouTube viral video and Facebook community development. Over 6,000 people count themselves friends of the Senator on Facebook, and the Senator's video on net neutrality garnered half a million views when it was featured on the front page of YouTube.

BSD has helped make sure that the Senator is a frequent participant on political blogs such as Daily Kos, the Huffington Post, and the Blue Mass. Group, the leading Massachusetts progressive politics blog. He is unusually active online for a Senator of his stature and seniority, and his posts are immensely popular, typically generating hundreds of comments.

results

In less than three years, under BSD's leadership and with the imprimatur of one of America's ranking Democrats, the Kennedy list has grown to over 250,000 names, placing it among the largest candidate files in America. The list is 100% organically grown, with 58% list growth in 2006 and 17% in 2007. Kennedy's online community was built without any paid marketing, as a result of petitions, cooperative email campaigns, and other viral programs orchestrated by BSD.

Senator Edward M. Kennedy

case study

In addition to the funds raised via the Web site, the CDM raised almost \$70,000 online for other candidates in the 2006 election cycle on ActBlue.com, and disbursed it to Democratic candidates for national office. And nearly one-third of Kennedy's online donors are monthly recurring donors, an unusually high share.

BSD continues to run an aggressive online petition program for the CDM, to continue building the organization's constituency and to keep it motivated and involved. The 2007 Iraq War petition campaign earned over 90,000 signatures, more than a third of which were new to the list, and almost 60,000 people forwarded it to their friends.

In 2008, Senator Kennedy announced his endorsement of Barack Obama through the online program BSD created. Messages went out to Senator Kennedy's email list and Facebook supporters before Senators Kennedy and Obama took the stage together, and Senator Kennedy followed up on popular blogs shortly after the announcement. As the 2008 elections draw near, Senator Kennedy will no doubt advocate online for Democratic candidates across the country via the online program BSD that developed and continues to manage.

Contributor

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One-third of Senator Kennedy's donors are recurring donors.



Over 500,000 people have viewed the Senator's speeches on YouTube.

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. 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 the issues that matter to you.

The best fundraising tools on the market – including our innovative True Match technology, which matches up individual constituents personally to drive your fundraising revenue up – 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 state houses, in Congress, and among opinion leaders and 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.