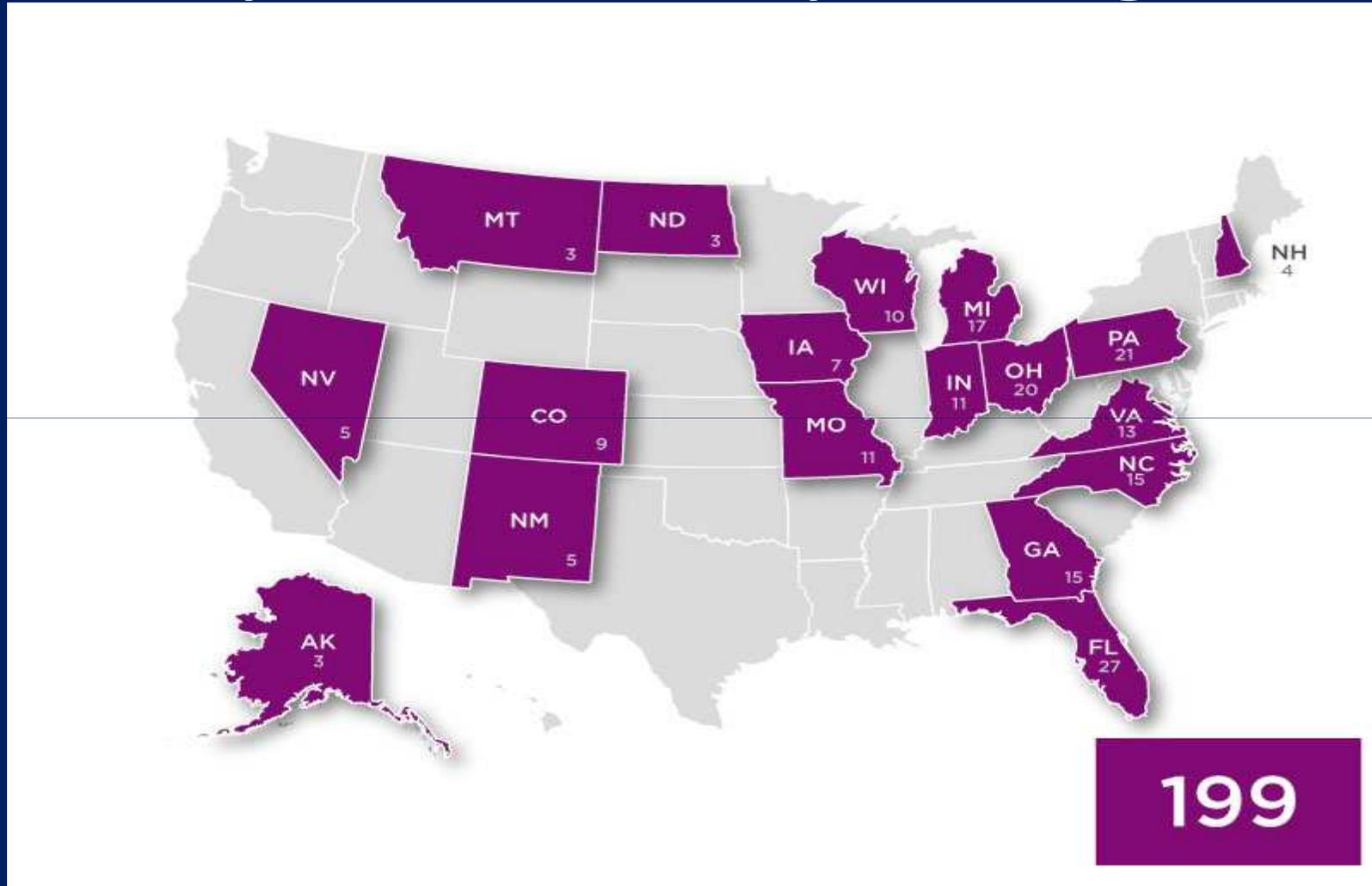


Change Begins in Pennsylvania

Barack Obama's Blueprint for Victory



Pennsylvania is a Key Battleground



ABOVE: 18 States Where Obama Campaign is on TV

Pennsylvania – Major Part of Our National Strategy

- Second most electoral votes of any battleground
- More than 10% of total battleground electoral votes are in PA

Pennsylvania is Ready for Change

- Over \$4.00 for a gallon of gas
- Failed Bush-McCain economic agenda costs Pennsylvanians tens of thousands of jobs
- Working families in Pennsylvania need a President who speaks for them – not the special interests

Obama's Message to Pennsylvania

- Barack Obama will move the country in a new direction
- Obama will put the needs of Pennsylvania's middle class families first
- It's time to unify the country, bringing Democrats and Republicans together to make the change we need

A Candidate Who Understands Pennsylvania

Barack Obama's life story means that he can relate to the struggles so many Pennsylvania families face. His father left when he was two. Raised by his single mother and grandparents, he's fought against tough odds every step of the way to get where he is. He continues to be guided by his faith and his love for an America that has allowed someone like him to achieve the things he has.

A New Kind of Campaign

- Instead of relying just on staff or TV commercials, our Campaign for Change is building a different kind of organization – based on people talking to their own neighbors.
- Creating “Neighborhood Teams” – volunteers trained, equipped, and empowered to build a campaign organization in their own neighborhood.
- Puts change in the hands of regular Americans.

How Do Neighborhood Teams Work?

- Teams run the campaign outreach effort in their community, including:
 - Organizing canvasses and phonebanks
 - Voter registration
 - Church visits and faith outreach
 - Recruiting other volunteers
 - Organizing house meetings

Neighborhood Teams – By the Numbers

- Recruiting more than 700 Neighborhood Teams in PA – unprecedented organizing effort in size, scope, and use of online tools to mobilize volunteers.
- About 5-15 precincts per team/neighborhood.
- Teams may have several members, but Team Captains generally must commit 10 to 20 hrs per week.

Training the Teams

- Our field staff will work with each team, and set weekly goals for them -- # of voters reached, registration forms collected, etc.
- Mid-August: Will hold day-long training sessions statewide for Neighborhood Teams

Equipping the Teams

- Teams can use powerful online tools on pa.barackobama.com to organize phonebanks, canvasses, etc. and recruit volunteers
- Can download flyers and fact sheets from pa.barackobama.com to give undecideds during door-to-door and other outreach.

Join our Team

- 247 of our Neighborhood Teams are already in place, but we are recruiting new volunteers every day.
- Volunteers who want to join or lead a Neighborhood Team can sign up at one of our Campaign for Change offices or on pa.barackobama.com

Building on our Primary Organization

- Thousands of volunteers already recruited and have stayed active



- Even without a staff presence, volunteers used pa.barackobama.com to continue organizing their friends, neighbors and colleagues

pa.barackobama.com

of pa.barackobama.com
grassroots groups in Pennsylvania **774**

of grassroots events (canvasses,
phonebanks, etc) planned online
for this weekend (7/25-7/27) **139**

pa.barackobama.com

of grassroots events planned
online since the PA primary (4/23
– 7/25)

1,989

of participants in these events

6,826

Rural Outreach

- Obama believes rural America has been ignored too long in Washington.
- His rural agenda will help ensure that rural Pennsylvanians can make a good living, raise a healthy and secure family, and leave their children a future of opportunity.
- Rural Outreach will be a major focus of our efforts, particularly as we open additional offices around the state

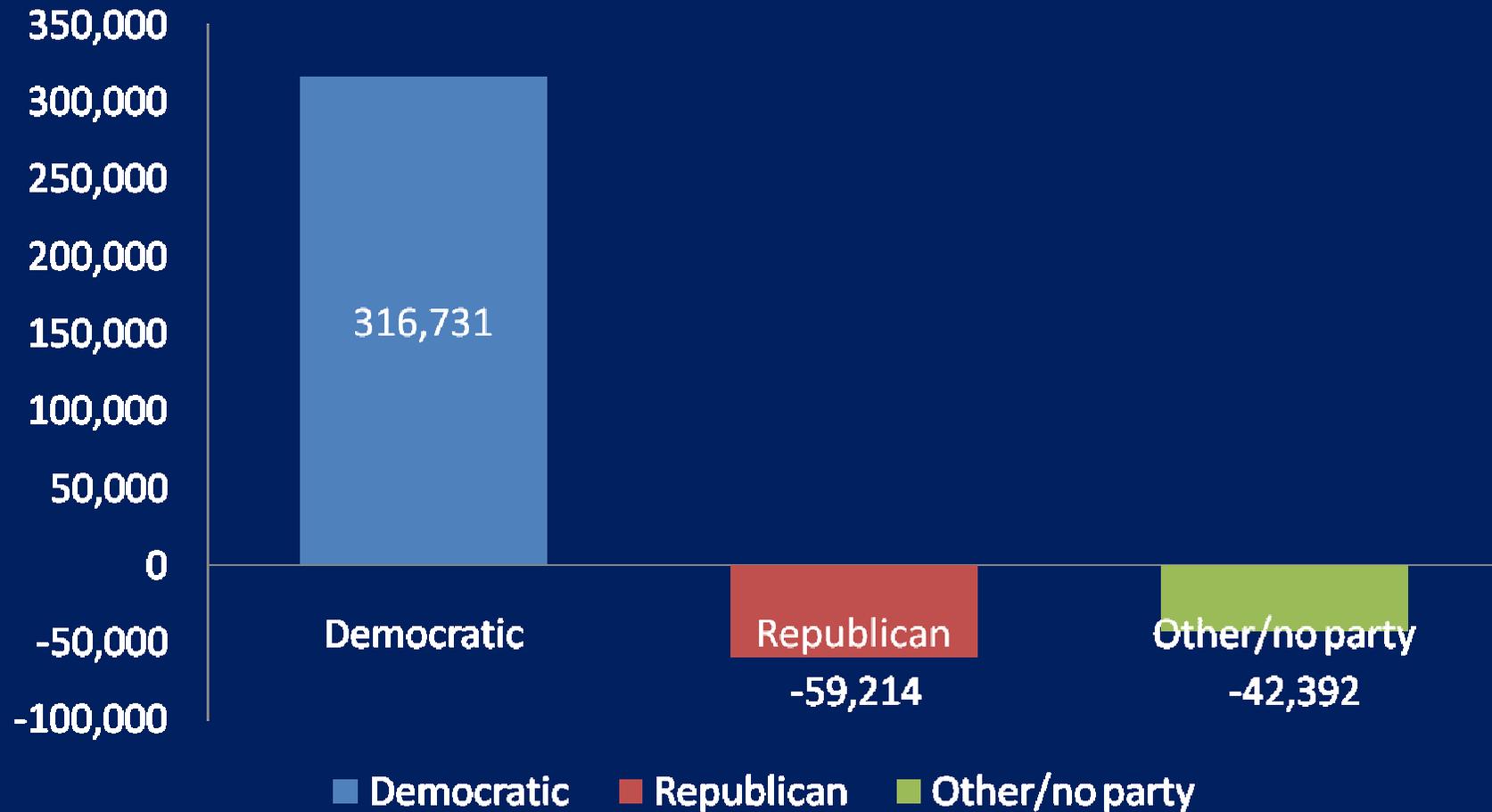
Voter Registration

- Across the country, voter registration has been a focus for the Obama campaign – and it is key to the strategy to win Pennsylvania as well.
- Thousands of volunteers have been conducting a voter registration drive this summer.

Voter Registration

- Voter registration will be a major focus of our field efforts until the October 6 deadline.
- Effort is statewide – urban, suburban, and rural – including all 24 offices and additional offices coming online in the next few weeks.

Voter Registration Surge in 2008



Source: Pennsylvania Secretary of State

By the Numbers

of registered voters in PA 8,328,123

Net increase since
beginning of the year 215,125

of eligible, unregistered
voters in PA 1,057,000

To Look at it Another Way ...

Gore Margin of Victory 204,840

Kerry Margin of Victory 144,248

of eligible, unregistered voters in PA 1,057,000