

Free Newsletters

Stay informed
with updates
from CIO.

CSO

THE RESOURCE FOR SECURITY EXECUTIVES

ENSURE THE SECURITY
OF YOUR ENTERPRISE
MAKE ALL THE RIGHT MOVES

CIO

Leadership Enterprise KM/Storage Security Industries Sourcing Technology Career

Budgeting | CIO Executive | IT Value | Leadership & Management

CIO.com

Archives

Research

Viewpoints

Blogs

CIO Store

Newsletters

Search

Sep. 15, 2004 Issue of CIO Magazine | Trendlines

trendlines

the NEW the HOT the UNEXPECTED

THE 2004 ELECTION

CRM Equals Electability

BY GALEN GRUMAN

CRM may have a mixed track record in the enterprise, but it has become a critical part of this year's presidential election. The 2004 presidential campaigns have deployed both CRM software and Internet portals, connecting the two technologies to mobilize supporters and collect historic amounts of contributions from individual donors.

Campaigns and advocacy groups have used databases and campaign management software for years, for direct mail and telephone outreach. However, 2004 marks the first time such technology has been coupled with Internet portals, providing a way to attract supporters rather than hunt for them. "It lets people find the candidates easily," notes Carol Darr, director of the Institute for Politics, Democracy, and the Internet at George Washington University in Washington, D.C. The Internet is home to one of the most active communities of political citizens: Almost half of Internet-using supporters donate money (versus 10 percent of the population at large), and 66 percent forward campaign-related e-mails to others, according to a study the institute conducted in late 2003 with NOPWorld and Nielsen/NetRatings.

In 2004, Democratic presidential candidate Howard Dean's campaign figured out how to tap into that Internet-connected community. Dean's organization made its Web presence highly interactive and engaging as a way to retain supporters; it then used CRM software to analyze those supporters, tailoring messages and requests for support to ensure high relevance and thus ongoing engagement. "Nobody cared what the Dean campaign was doing until it raised \$7.6 million in a quarter on the Internet," recalls Zack Rosen, a Web developer who created the DeanSpace online tools. Although Dean's campaign came to an ignominious end, other campaigns adopted its innovative approach to using technology, Darr says.

Now the presidential campaigns and advocacy groups engage their supporters via news streams, e-mail alerts, talking points and donation requests, monitoring who responds to what, and gathering data on the voters' characteristics and interest areas. All of this activity is managed via CRM and delivered through the Internet. This mass customization approach produces messages that are personalized and yet stay within the agenda of a candidate or group. The more targeted the message, the more likely a person is to respond, says Paul Herrnson, director of the Center for American Politics and Citizenship, University of Maryland at College Park.

Advertisers

CIO Executive Council
The Professional Organization for CIOs

Maximize the Value of IT

View the webcast on the IT Value Matrix and Knowledge Center™

IT Value Matrix

Trendlines

- ▣ CRM Equals Electability
- ▣ Management Education
- ▣ Another Reason to Throw Away Your Cell Phone
- ▣ The Mystery of the Missing \$30 Billion
- ▣ Searching for Answers
- ▣ Best Practices
- ▣ Better Than Two Thumbs Up
- ▣ Beware the Anonymous E-Mail Message
- ▣ IT Outsourcing's Friend in Congress

Although campaign directors have long known that the process of selling candidates and managing voter relationships is fundamentally the same as selling products and managing customer relationships, this year marks the first time political operatives have adopted the tools of business to do so.

Why 2004? One big reason is that it worked so well for Dean. But 2004 may also be the right time to appeal to individual supporters: The extreme polarization among voters has created an energized electorate that seeks the involvement Internet portals enable, Darr and Herrnsen say.

Despite the success of CRM-driven, Internet-mediated campaigning, there is a danger in relying on such a technology-based approach: It may gain candidates more resources, but it doesn't necessarily translate into votes at the polls, as Dean discovered. Enough people have to show up at the polls for support to translate into election wins.

Still, expect the use of CRM and Internet portals to quickly move down into state and local campaigns. One reason will be the introduction of open-source, campaign-in-a-box software being developed by CivicSpace Labs, a project founded by DeanSpace's Rosen. The CivicSpace Labs tools are meant to bring sophisticated campaigns—with Web portals, interoperability with other sites, and hooks to database and campaign management systems—to all levels of government.

Thanks in large part to **targeted messages via the Internet**, political donations of less than \$200 by individuals have soared during the 2004 campaign.

	2004 CAMPAIGN (through Aug. 2)	2000 CAMPAIGN (through Aug. 2)	2004 CAMPAIGN (through Aug. 2)	2000 CAMPAIGN (through Aug. 2)
Individual Contributions	George Bush	George Bush	John Kerry	Al Gore
Total Raised	\$224,987,266	\$193,088,650	\$171,178,534	\$132,804,039
Donations < \$200	28%	10.5%	35%	10%

SOURCE: CENTER FOR RESPONSIVE POLITICS, BASED ON FEDERAL ELECTIONS COMMISSION DATA

■ [Management Education](#)

The CIO Service Center

- ▶ [Printer-friendly Version](#)
- ▶ [Request Reprint](#)
- ▶ [Subscribe to CIO](#)



In the [September 15, 2004 Issue of CIO](#):

Select Below



CIO Magazine - September 15, 2004

© 2004 CXO Media Inc.

http://www.cio.com/archive/091504/tl_election.html

SPONSORED LINKS:

- [BOOST YOUR COMPANY'S PERFORMANCE](#)
- [MORE THAN 65% OF SAP CUSTOMERS ARE SMALL OR MIDSIZE. LEARN MORE. Visit \[sap.com/yoursize\]\(http://sap.com/yoursize\)](#)
- [Start responding to customer demand in real time. Now.](#)

- [Effective software development needs to work hand-in-hand with business goals. Take back control of out-of-sync development with IBM Rational.](#)
- [Interact with Vernon Turner, Group Vice President and General Manager of IDC's Enterprise Computing](#)
- [Get simplified access to people, information and tools with IBM Lotus software. Find out how: Take back control with IBM Lotus software.](#)
- [Wouldn't you rather know how to protect your software at the source?](#)
- [Effective RDBMS Security Management: A Process-Based Solution](#)
- [Get a FREE Forrester white paper courtesy of Oracle. Click here.](#)
- [Try the new Sun Fire™ servers with CoolThreads™ technology risk-free for 60 days.](#)
- [Webcast: Productivity Solutions for Field-Based Employees. Brought to you by Sprint. Register Now!](#)
- [Click here for an innovative look at the challenges of data center transformation.](#)
- [Microsoft Free Security Tools & Updates](#)
- [Introducing Duet for Microsoft Office and SAP](#)
- [Connect at blazing speeds with the Sprint Mobile Broadband Card](#)
- [A new wave of innovation is rolling across the IT industry. Learn more at TheITEvolution.com.](#)
- [Learn how to evaluate the financial impact of open source. Go!](#)
- [Time-savings Tips for Taming the E-mail Beast](#)
- [Take back control of your company's frozen assets with IBM WebSphere.](#)
- [Watch the SOA Leadership Roundtable, sponsored by Oracle. Click here.](#)
- [Microsoft SQL Server 2005. Learn More.](#)
- [IT infrastructures can easily get insecure and slow. Take back control of creeping IT complexities with IBM Tivoli software.](#)
- [Get true business value from information: Integrate all your critical data, seamlessly. Take back control of information chaos with IBM Information Management.](#)
- [Compliance: CIOs' Win-Win Opportunity for Better Business](#)
- [Extreme performance & power savings for your Enterprise](#)
- [Navigating the Murky Waters of Privacy](#)
- [Click Here and learn how to choose the best database for your business!](#)
- [The 7 Deadly Sins of Master Data Management, a new Knightsbridge white paper](#)
- [Analyze the planning process and make the most of your storage capacity. Learn How Now!](#)
- [Microsoft Windows Server delivers a lower TCO.](#)
- [CIO's Practical Guide to Integration Success](#)
- [Upgrade from UNIX to a reliable and flexible server. Learn how.](#)
- [TechRepublic Study on how to extend applications to remote users. Download Now!](#)
- [Free Webinar: How Software as a Service Is Changing the Face of IT Systems Management. Register.](#)
- [For the Simple, Cost-Effective Path to Email Compliance, CLICK HERE!](#)
- [Business Agility with SOA! Click to access TIBCO's SOA resource center.](#)

cio.com

[Home](#) | [About CIO](#) | [Privacy Policy](#) | [Terms of Service](#) | [Linking to us](#)



[Subscription Services](#) | [Reprints](#) | [Advertising](#) | [Executive Programs](#)

THE IDG NETWORK

[CSO](#) | [CMO](#) | [Darwin](#) | [Computerworld](#) | [Network World](#) | [Infoworld](#) | [PC World](#) | [Bio-IT World](#)
[IT Careers](#) | [ITWorld Canada](#) | [JavaWorld](#) | [Macworld](#) | [Mac Central](#) | [Playlist](#) | [GamePro](#) |
[GameStar](#) | [Gamerhelp](#)

© 1994 - 2006 CXO Media Inc.

An International Data Group (IDG) Company

Problems/complaints/compliments about this site can be sent to info@cio.com.