

campaign strategy utilized the Internet as presidential candidates never had before. The immediacy and interaction of blogging suited Dean's style perfectly.

Dean for America did some very unusual things: got younger voters to meet and listen to Dean in person while he was on the campaign trail; raised millions of dollars through small, individual donations; and involved voters directly in the campaign. Many Americans responded well to the openness and accessibility of the blog, and Dean was highly praised for having activated traditionally apathetic voter blocks.

The process had significant pluses for Dean as well — it made supporters feel like part of the campaign team, which in turn made them more likely to invest time, money, and eventually their vote in the candidate. The blog, in combination with his other efforts, raised millions for Dean's campaign. (He also got major geek points from the technical community using blogging technologies such as Trackbacks and comments.) You can see the archived blog at archive.deanforamerica.com and in Figure 8-7.

When he failed to win the primary, Dean turned the power of the Dean for America team into Democracy for America, a political action committee that continued to endorse, raise funds, and support democratic nominees through the election in November 2004.

Figure 8-7:
Howard Dean blogged for America and for the presidency during his bid for the White House.

The screenshot shows the Howard Dean for America website interface. At the top, there's a header with a photo of Howard Dean and the text "Howard DEAN for America". To the right of the header are input fields for "Email Address", "Zip Code", and a "Sign up" button. Below the header is a navigation bar with links: "OFFICIAL BLOG", "GET LOCAL", "DEANLINK", and "CONTRIBUTE".

The main content area is divided into two columns. The left column is a navigation menu with the following items: "ABOUT HOWARD DEAN", "ON THE ISSUES", "GET INVOLVED", "COALITION GROUPS", "PRESSROOM", "TOOLS & RESOURCES", "EN ESPAÑOL", "CONTACT US", "HOME", and "CALENDAR".

The right column contains two blog posts. The first is dated "March 25, 2004" and is titled "Delegate Information". The text of the post reads: "If you are a Dean delegate please email delegates@deanforamerica.com with your contact information (name, email, and full mailing address) to stay in touch with the campaign." The second post is dated "March 11, 2004" and is titled "Message from Governor Dean". Below the title is a photograph of a group of people, including Howard Dean, cheering with their arms raised.

On the far right of the page, there are several promotional elements. At the top is a "HOT" icon and the text: "Our work to take back the country continues with Governor Dean's new organization: Democracy for America.". Below this is a large "JOIN" button with the text "the largest grassroots campaign of the modern era >>". Underneath that is a "Contribute" button. At the bottom right is a graphic for a "DEAN for America meet-up" with the text "JOIN NOW 150,000!" and a "Join Today!" button.