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# **Freedom and Loathing on the Campaign Trail '16**

**Remy DeCausemaker**  
**FOSS Community Manager, @HFA**  
**@Remy\_D | Remy@DeCausemaker.org**



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# What was it like?

# It's like Crew Racing...



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What was it like?

**...while keeping the  
fellowship secret and  
safe from the internet  
hate machine**



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# The Four Quarters of DevProgress



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# Q0: DevProgress?

## **First ever FOSS community for a Presidential Campaign or National Political Party in the United States**

**"We are volunteers using our skills and expertise to create tech tools to help elect Hillary Clinton and other Democratic and progressive candidates. We are coders, designers, leaders, writers, mentors, and researchers. Each project we work on focuses on an app, service, data resource, or other technology to advance the cause."**

**HfA/DNC provided staff (me) to establish and support the Community Architecture, and be the Narrow Bridge between campaign leadership and contributors.**



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# Q1: CommArch & Legal



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# Q1: CommArch & Legal

## Code of Conduct

**Based on 18F's, an amalgamation of best practices from places like the Geek Feminism Wiki**

## Contributor Agreement

**Heavily Influenced by Fedora Contributors Agreement. Took the standard volunteer agreement, which included non-disclosure, and confidentiality clauses. Special note about removing the anti-defamation clauses, and securing author ownership.**

## Acceptable Licenses

**Previously bastardized MIT. Now Permissive AND Copyleft, including the AGPL and GPLv3**



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# Q1: CommArch & Legal

**Code of Conduct**

<https://github.com/devprogress/code-of-conduct>

**Acceptable Licenses**

<https://github.com/devprogress/acceptable-licenses>

**Contributor Agreement**

<https://github.com/devprogress/contributor-agreement>

**Landing Page & FAQ**

<https://DevProgress.us/FAQ>





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# Q2: Growth & Asks



### Membership

**9 original members before June, grew to 180+ between June and July**

**180 grew to 350+ between Aug and Sept, to over 500 by Nov**

**36% female membership, 75%+ female organizers**

### Onboarding Pipeline

**Website -> Web Form -> Calendaring -> Video Conferencing ->**

**Digital Signature -> Slack + GitHub invitations**

**~8 Intake Volunteers have onboarded over 500 interviewees**



### **Campaign Asks**

**HfA and the DNC can make DIRECT asks of the community to build tools, content, or microsites. So far, our members have delivered:**

**12+ quizzes to the Official Mobile App**

**5 Microsites for Artists, including an unbranded site in less than 24 hours**

**4 typefaces for the Video Team at HQ and in the States**

**2 tools and libraries for Analytics and IT**



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<https://DevProgress.us/Projects>



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# Q3: Hackathons & Community



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# Q3: Hackathons

## Hackathon Schedule

SFO Hackathon #1: Civic Solutions Startup Weekend, 9/23-9/25 @ [1776.vc](https://1776.vc)

SFO Hackathon #2: DevProgress VP Debate Night, 10/08-10/09 @ SFO HFA HQ

NYC Hackathon #3: DevProgress Final Debate, @ [NYC General Assembly](#)



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# Q3: Community Ideas

## Challenges

**Register More Voters**

**Improve Early Voter Turnout**

**Improve Voter Turnout**

**Recruit more Volunteers**

**Collect More Donations**

**Amplify Our Messaging**

## Metrics

- # of Email lists signups
- # of Phone number signups
- # of Voter Registration Confirmations?
- # of Shares/Likes/+1/Retweets
- # of Phone Callers Recruited
- # of Phone Calls Made
- # of Canvassers Volunteering
- # of Doors Knocked on
- # of Donations Pledged
- # of Quizzes Added
- # of Talking Points Added
- # of Ad Screenshots Reported
- # of HfA Issues/Bugs reported
- # of QA volunteers pledged to HfA
- # of Donation Parties Hosted
- # of Donation Party Attendees registered
- # of visits/Impressions (weak metric)



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# Q4: Execution & Support





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# Q4: Execution & Support

## Traditional Campaign Volunteering

**GOTV Canvassing**

**Phone Banking**

**Recruiting for Canvassing**

**and Phonebanks**

## Non-traditional Campaign Volunteering

**GOTV Election Day Transportation**

**Drive The Vote - <http://drive.vote>**

**GOTV Volunteering Transportation**

**Hill Rides**

**GOTV Housing**

**HillaryBNB - <http://hillarybnb.com>**

**Recruiting**

**HRC-Events -**

**<http://DevProgress.us/hrc-events>**

**Voter Information**

**Candidate Bot**

**I Like Hillary, But...**



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# Questions for ME

Website	<a href="https://DevProgress.us"><u>https://DevProgress.us</u></a>
GitHub Org	<a href="http://github.com/DevProgress"><u>http://github.com/DevProgress</u></a>
Projects	<a href="https://DevProgress.us/Projects"><u>https://DevProgress.us/Projects</u></a>
Asks Form	<a href="https://goo.gl/JhXbmH"><u>https://goo.gl/JhXbmH</u></a>



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# Challenges



## Campaign Finance & Disclosure

**Staffer names showed up on DarkNet doxlists, among other nasty places...**

**Simple expenditures booking a hackathon venue could require filing forms with the FEC, and be subject to campaign contribution limits.**

**Now that I've been on the "Other Side," I can recognize these similar "Radical Transparency" issues we see in FOSS communities and projects manifest in politics also!**



## Partisan v. Apolitical v. Antipolitical

**Tech communities and contributors are hostile to partisan orgs because “engineering” is about efficiency or meritocracy.**

**Employees are afraid to “out” themselves, and face reprisal or censure in future jobs. Some campaign staffers didn’t even update their own professional networks.**



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## Challenges: Partisanship

# Campaign Cycles & Cycle Poverty

**Even profitable technology consultancies and practices go into “hibernation” during the off-seasons. Each campaign retools and rebuilds for every cycle. DevProgress was created to help address continuity, but this problem is endemic to organizing.**

**Calendars were sectioned into 15 minute blocks. Some people didn't even have time to tell me how volunteers could help...**



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# Upstream Success Models



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**USM: Non-tech Engagement**

# **Artists for HRC & Cat Mazza**

**[hillaryclinton.com/artist/mazza](http://hillaryclinton.com/artist/mazza)**





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USM: Logistics

**{Bernie,HRC,March}BnB**

**<http://www.marchbnb.com/>**



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USM: Transport

# Nomad2016 & Drive.Vote

<http://drive.vote>



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**#wewillcontinue**



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**#wewillcontinue**

# **Convection of Political Movements & Leadership**

**<https://sheshouldrun.org>**

**<https://indivisible.org>**

**<https://flippable.org>**

**<http://actionrising.com>**



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**#wewillcontinue**

# **Free Software & Digital Rights Leadership Orgs**

**Join the FSF: <https://fsf.org>**

**Join the EFF: <https://EFF.org>**

**Support the SFC: <https://sfconservancy.org>**

**Support the ACLU: <https://aclu.org>**



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# Thank You Libreplanet <3

**@remy\_d | irc: decause**  
**Remy@DeCausemaker.org**

**<https://github.com/decause/decks/blob/master/libreplanetdeck-falotct.pdf>**



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