



Saving the Web From SOPA / PIPA With CiviCRM

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Internet Blacklists

SOPA || PIPA == Great Firewall of USA

- DNS-based blacklists that would break the internet's infrastructure
- Back-room deals with the copyright industry, no input from the People of the Internet

Screw censorship.



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If the People are left out of decision making in Congress, what can we do? **STRIKE!**

INTRODUCING:

INTERNET BLACKOUT DAY

Thanks big sites like **Wikipedia, Google, Craigslist!**

Thanks **thousands of small websites!**



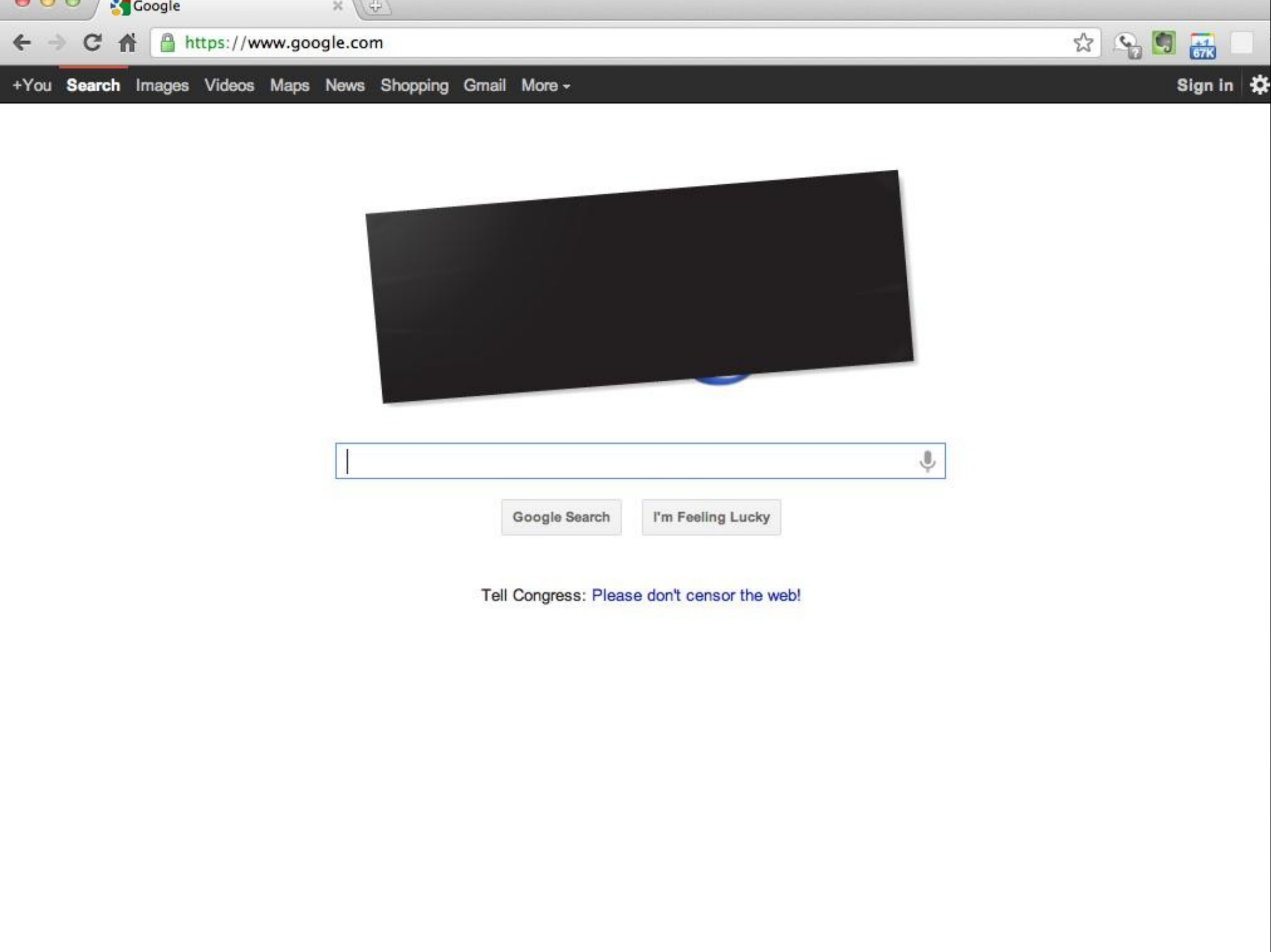
Imagine a World Without Free Knowledge

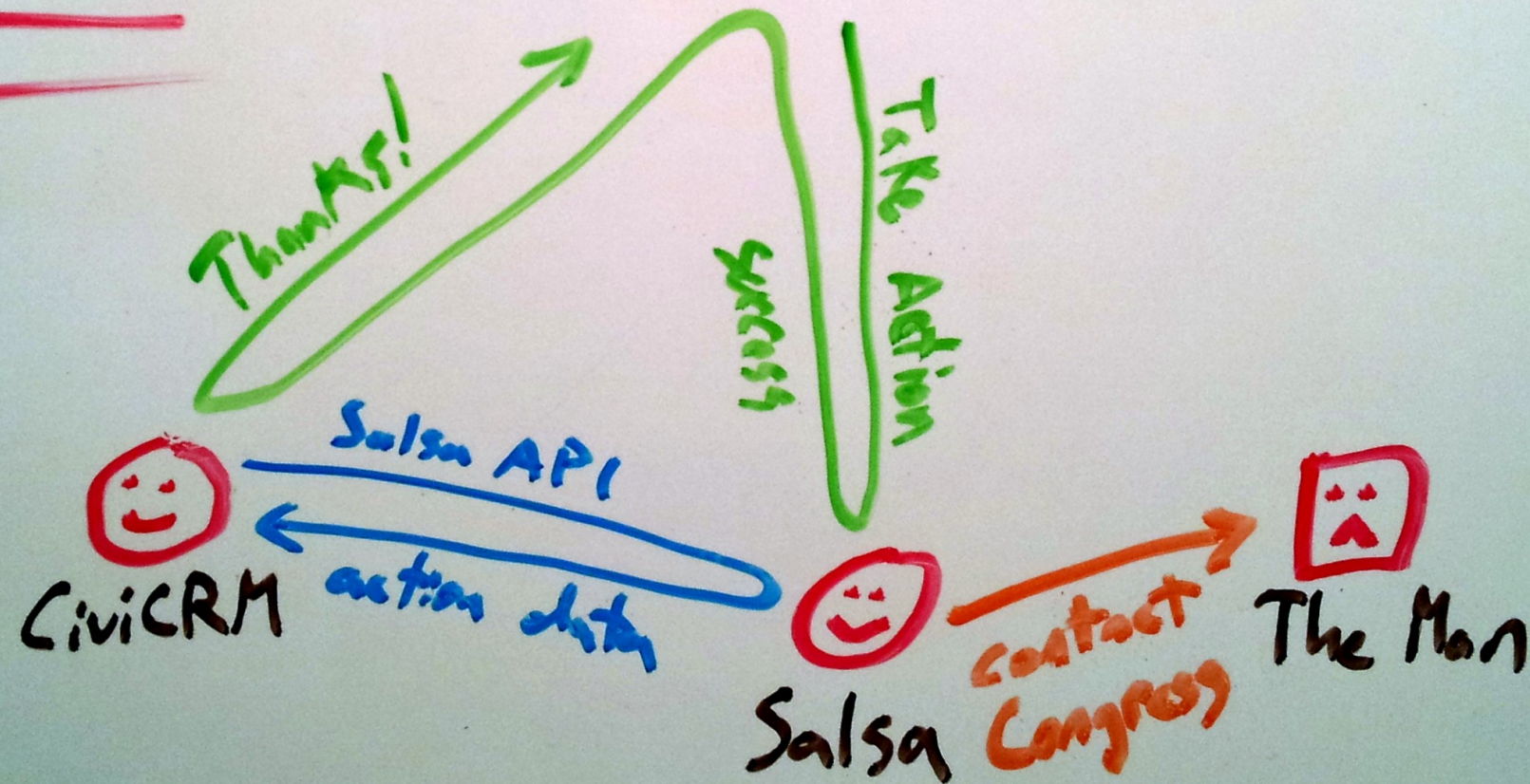
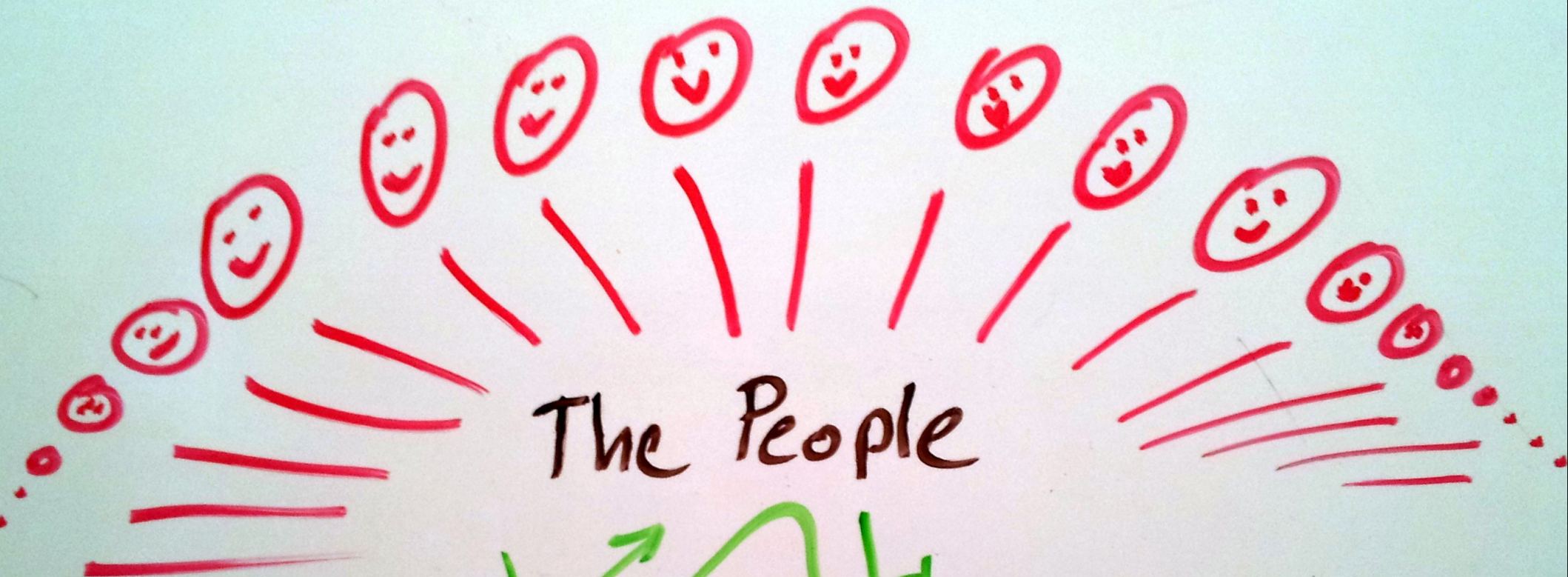
For over a decade, we have spent millions of hours building the largest encyclopedia in human history. Right now, the U.S. Congress is considering legislation that could fatally damage the free and open Internet. For 24 hours, to raise awareness, we are blacking out Wikipedia. [Learn more.](#)

Contact your representatives.

Your ZIP code:

[Look up](#)







Friday, January 13

4 days to Blackout Day

5:00 pm, we learned that
Wikipedia wanted to link to us!*

**Millions of hits in the
first few minutes?!**

Just in case Salsa breaks:
Spent long MLK Day weekend
building **infinitely scalable**
petition in Amazon cloud

* Wikipedia didn't end up linking to our
petition, but we're glad they whipped us
into action

In a Nutshell

- 10 Ubuntu servers behind AWS elastic load balancer
- 99% static content
- Stores signatures in local MySQL db (deal with delivery later)
- Remixed Authorize.net code from CiviCRM



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January 17

- 9pm in San Francisco (midnight on the US East Coast): **Largest Internet protest in history began**
- 10pm, **Salsa petition crashed**

Thanks Minecraft!

Commence Plan B: [Fallback to blacklists.eff.org](http://blacklists.eff.org)

PIPA & SOPA? HOW ABOUT NOPA!

We are joining the internet-wide protest against SOPA/PIPA today on JAN 18th by shutting down our websites. If you wish to read up on the subject, please [look here](#).

*Sincerely,
Mojang*

MINECRAFT

Username:

Password:

☒ Remember password

Options

Login

[Need account?](#)

Free image hosting by
www.techpowerup.com



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January 18

12am in San Francisco, Mozilla calls:

*“We're blacking out mozilla.org at 5am. Your petition is ugly and text-heavy. Do something about it, or we'll link to someone else's petition instead.”**

* Paraphrased



January 18

- **12am to 3am:** I spent several delirious hours tweaking CSS and JavaScript
- **New design deployed!**
- **Signature rate increased!**
- I finally get to go to **sleep!**
- I dream about protesters **going on strike** against **censorship**, marching through **clouds of PHP scripts** and congressional representatives ...

STRIKE AGAINST CENSORSHIP

Stop the Internet Blacklist Bills

- ☐ Yes, I would love to get occasional news and alerts about threats to the Internet and digital rights

TAKE ACTION NOW

The Internet blacklist legislation—known as PROTECT IP Act (PIPA) in the Senate and Stop Online Piracy Act (SOPA) in the House—invites Internet security risks, threatens online speech, and hampers innovation on the Web. Urge your members of Congress to reject this Internet blacklist campaign in both its forms! [Read More](#)



ELECTRONIC FRONTIER FOUNDATION
DEFENDING YOUR RIGHTS IN THE DIGITAL WORLD

This form sent over a million emails to Congress.



The Technical Aftermath

- **715,000 people signed** our petition
- We gave Salsa a handful of MySQL dumps
- Salsa imported this data, sent emails to Congress
- Our in-house “salsa_slurp” script imported data into CiviCRM over the next several days, saved activities for each signature
- **We tripled our contacts, doubled our mailing list, and we got \$60k in donations** just from thank you page forms



The Social Aftermath

WE WON!





mozilla

Protect the Internet

Help us stop Internet censorship legislation

Today Mozilla joins with other sites in a virtual strike to protest two proposed laws in the United States, called SOPA and the PROTECT IP Act. On **January 24th**, the U.S. Senate will vote on the PROTECT IP Act to censor the Internet, despite opposition from the vast majority of Americans.

Join us to protect our rights to free speech, privacy, and prosperity.

What's this about?

Congress is trying to pass legislation that threatens free speech and innovation on the Internet, under the banner of anti-piracy efforts.

What's at risk?

The proposed infrastructure would damage the security of the Internet and allow the government extensive censorship abilities.

The result?

Your favorite websites, both inside and outside the US, could be blocked based on a single infringement claim, without any due process of law.

How is it done?

The US will be able to block a site's web traffic, ad traffic and search traffic using the same website censorship methods used by China, Iran and Syria.

What about piracy?

Piracy is a problem but there are better ways to address it that don't stifle innovation, knowledge and creativity — or give the US such unchecked power over the global Internet.

Take Action Now!

Statements from Mozilla: Chairwoman Mitchell Baker · CEO Gary Kovacs

Don't Censor the Web.

Tell Congress No on SOPA and PIPA.

[Sign The Petition Now](#)

Google

WIRED**Don't Censor the Web.**

Tell Congress No on SOPA and PIPA.

[Sign The
Petition Now](#)

Google

Why [REDACTED] Censoring Wired

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All Wired

GO

**Don't Censor
the Web.**

Tell Congress No on SOPA and PIPA.

[Sign The Petition Now](#)

Google



REDDIT IS DOWN -08:20:50

SOPA and PIPA damage the Internet.

today we fight back.

Dear reddit,

Today, for 12 hours, reddit.com goes dark to raise awareness of two bills in congress: **H.R.3261 "Stop Online Piracy Act"** and **S.968 "PROTECT IP"**, which could radically change the landscape of the Internet. These bills provide overly broad mechanisms for enforcement of copyright which would restrict innovation and threaten the existence of websites with user-submitted content, such as reddit.

Please take today as a day of focus and action to learn about these destructive bills and do what you can to prevent them from becoming reality.

[make a call](#)
[sign the petition](#)
[learn more](#)

action of the hour share

Your letter with friends via email, Facebook and Twitter

Important Upcoming Dates

- **January 24, 2012** – Senate votes on PIPA
- **February** – House Judiciary Committee continues its markup of SOPA

PROTECT IP / SOPA Breaks The Internet



Live Updates



Last updated 11:38am

- 11:33am** Back on Bloomberg, talking about the #blackout with @margbrennan. Live here: <http://t.co/x6fGMT9B>. #SOPA #PIPA – Alexis Ohanian
- 10:38am** Senator Rubio, PIPA co-sponsor, backs off this terrible legislation. Bravo, Internet. Keep it up. <http://t.co/LMTZc15l> #blackout – Alexis Ohanian
- 10:35am** "Hollywood's right to make bad business decisions stops at the point where it threatens our freedom of speech" @evanatwired