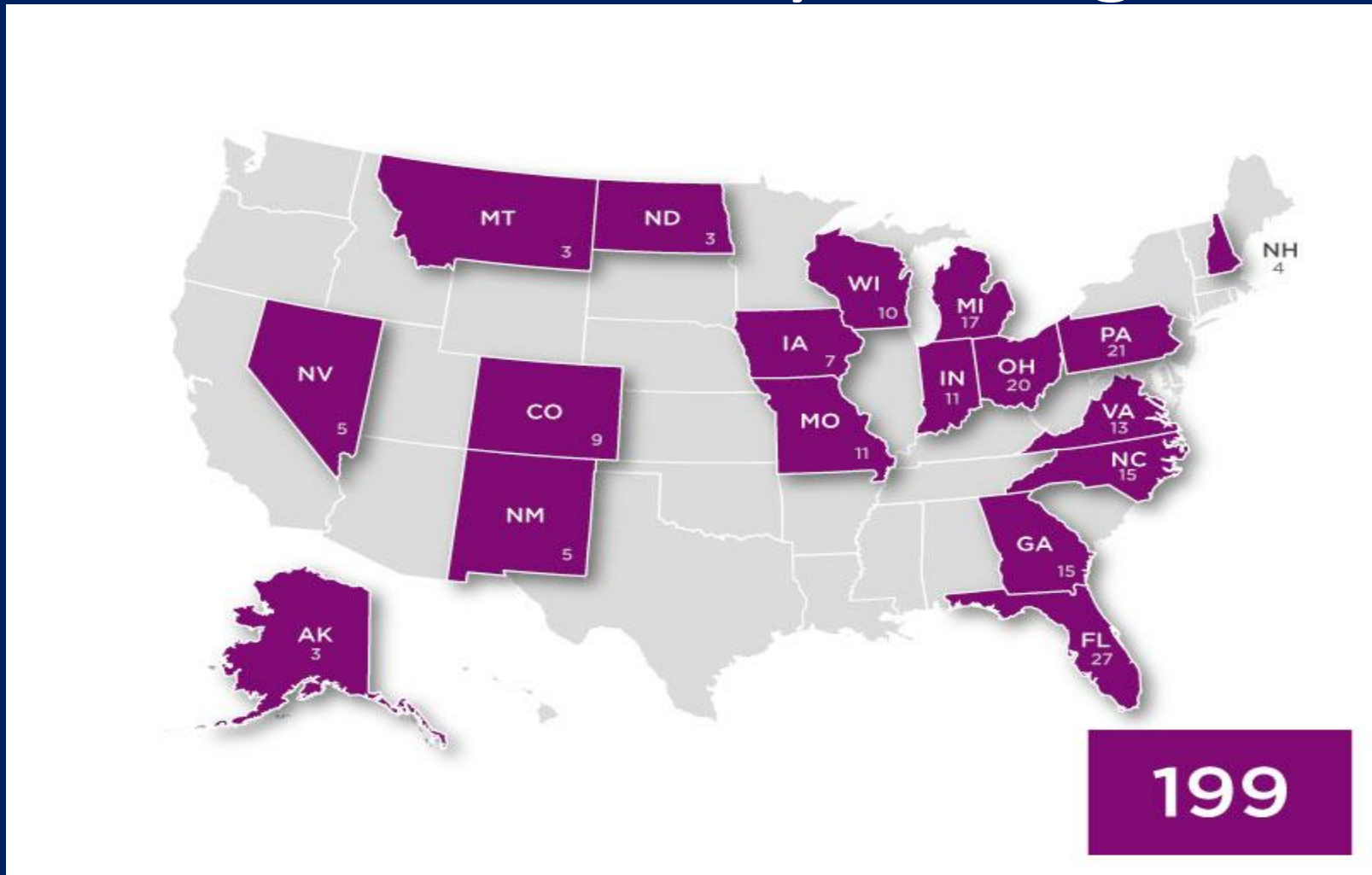


Change Begins in New Mexico

Barack Obama's Blueprint for Victory



New Mexico is a Key Battleground



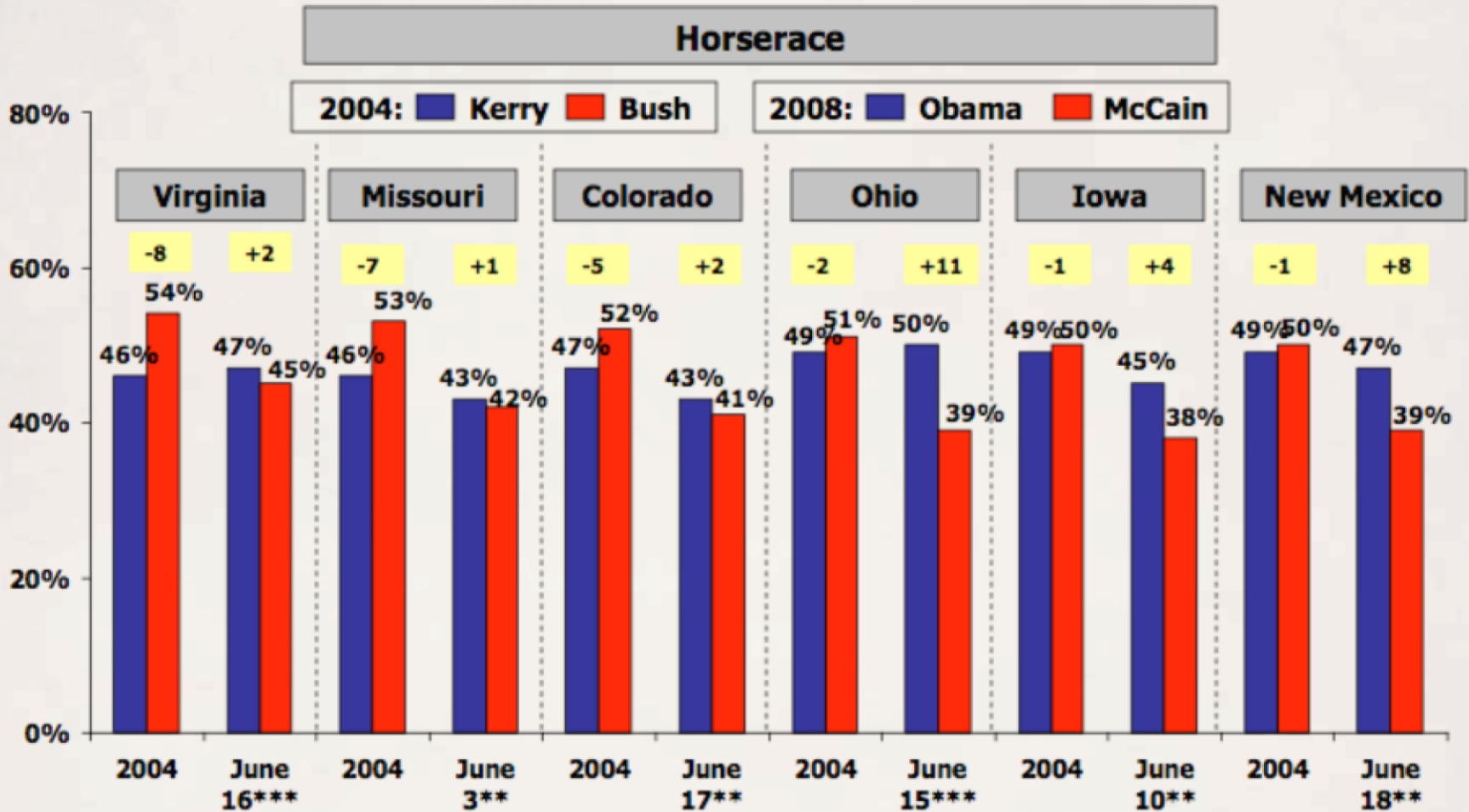
ABOVE: 18 States Where Obama Campaign is on TV

New Mexico – Key Part of Our National Strategy

- There are numerous ways to reach 270 electoral votes, but in almost every scenario we must deliver New Mexico
- In 2000 Gore won NM by 366 votes
- In 2004 Kerry lost NM by 5,988
- New Mexico must go blue this November



Expanding the Map: Turning Red States Blue



*SurveyUSA

**Rasmussen Reports

***ppp

Obama's Message to New Mexico

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

A New Kind of Campaign

- The 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.
- Put change in the hands of every New Mexican

How Do Neighborhood Teams Work?

- Teams run the campaign outreach effort in their community, including:
 - Organizing voter contact (door-to-door/phones)
 - Voter registration
 - Recruit Vote-by-Mail applications
 - Native American outreach at feast days, parades and door-to-door at Chapter Houses
 - Develop constituency programs and recruit New Mexico veterans, educators, students and rural community volunteers
 - Organizing house meetings

Neighborhood Teams – By the Numbers

- Recruiting hundreds of CFC Neighborhood Teams throughout NM – unprecedented organizing effort in size, scope, and use of online tools to mobilize volunteers.
- About 4-6 precincts per team/neighborhood (in rural regions teams will organize part of their county)
- A Neighborhood Team will cover every precinct in the state

Training the Teams

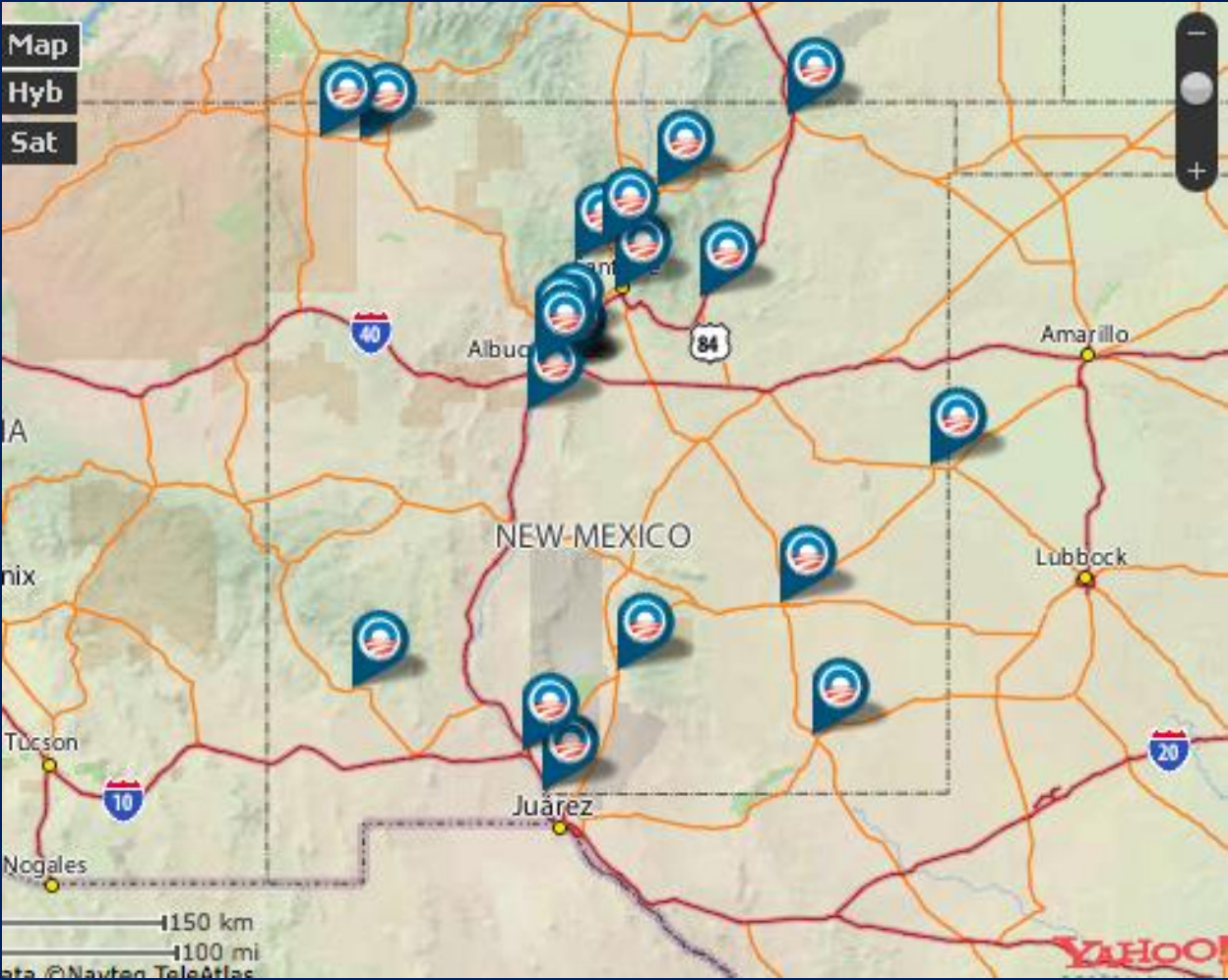
- Our field staff will work with each team, and set weekly goals for them -- # of voters reached, registration forms collected, etc.
- Over 1600 volunteers across New Mexico have attended a CFC Neighborhood Team Training



Join our Team

- Many of our Neighborhood Teams are already in place, we are strengthening the teams and 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 at nm.barackobama.com

23 Offices Open Around the State ...with more to come



Rural Outreach

- Obama believes rural America has been ignored too long in Washington.
- His rural agenda will help ensure that everyone living in rural New Mexico 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.

Strong Base in Rural New Mexico

# of active volunteers	1,189
# of email subscribers	10,300
CFC Field Offices in rural communities	17
Total NM CFC offices	23

Strong Base in Rural New Mexico

17 CFC field offices throughout the state in cities that other Presidential Campaigns have overlooked

Organizers in every rural New Mexico office

Offices in Alamogordo, Silver City, Sunland Park, Hobbs, Clovis, Raton, Las Vegas, Farmington, Shiprock and many more...