

Original: 00007730 (attached, click paper clip)

CITE: Cheryl D. Mills. (Apr. 15, 2014). Fwd: 2016 thoughts. Email to Roby Mook, John Podesta, David Plouffe re. Google Eric Schmidt 'Notes for a 2016 Democratic Campaign'. EmailID No. 37262. WikiLeaks.

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## Secondary verification by google.com DKIM key

**Fwd: 2016 thoughts**

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**From:** cheryl.mills@gmail.com

**To:** robbymook@gmail.com, john.podesta@gmail.com, daplouffe@icloud.com

**Date:** 2014-04-15 17:16

**Subject:** Fwd: 2016 thoughts

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----- Forwarded message -----

**From:** Eric Schmidt <eschmidt@google.com>

**Date:** Tue, Apr 15, 2014 at 1:56 PM

**Subject:** 2016 thoughts

**To:** Cheryl Mills <cheryl.mills@gmail.com>

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scheduled some meetings in the next few weeks for veterans of the campaign to tell me how to make these ideas better. This is simply a draft but do let me know if this is a helpful process for you all. Thanks !! Eric

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## Notes for a 2016 Democratic Campaign

Eric Schmidt

April 2014

DRAFT DRAFT DRAFT DRAFT

Here are some comments and observations based on what we saw in the 2012 campaign. If we get started soon, we will be in a very strong position to execute well for 2016.

### 1. Size, Structure and Timing

Lets assume a total budget of about \$1.5Billion, with more than 5000 paid employees and million(s) of volunteers. The entire startup ceases operation four days after November 8, 2016. The structure includes a Chairman or Chairwoman who is the external face of the campaign and a President who is the executive in charge of objectives, measurements, systems and building and managing the organization.

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#### a) The Field

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The scenario includes a volunteer on a walk list, encountering a potential voter, updating the records real time and deepening contact with the voter and the information we have to offer.

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A large group of campaign employees will use digital marketing methods to connect to voters, to offer information, to use social networks to spread good news, and to raise money. Partners like Blue State Digital will do much of the fund raising. A key point is to convert BSD and other partners to pure cloud service offerings to handle the expected crush and load.

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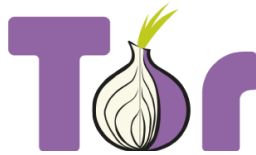
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Top



Tor is an encrypted anonymising network that makes it harder to intercept internet communications, or see where communications are coming from or going to.

(<https://www.torproject.org/>)



Tails is a live operating system, that you can start on almost any computer from a DVD, USB stick, or SD card. It aims at preserving your privacy and anonymity.

(<https://tails.boum.org/>)



The Courage Foundation is an international organisation that supports those who risk life or liberty to make significant contributions to the historical record.

(<https://www.couragefound.org/>)



Bitcoin uses peer-to-peer technology to operate with no central authority or banks; managing transactions and the issuing of bitcoins is carried out collectively by the network.

(<https://www.bitcoin.org/>)



(<https://www.facebook.com/wikileaks>)



(<https://twitter.com/wikileaks>)

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 Subject: Fwd: 2016 thoughts  
 From: Cheryl Mills <cheryl.mills@gmail.com>  
 To: Robby Mook <robbymook@gmail.com>, John Podesta <john.podesta@gmail.com>,  
 "daplouffe@icloud.com" <daplouffe@icloud.com>  
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<br><div style=3D"line-height:1.15;margin-top:0pt;margin-bottom:0pt"><span style=3D"font-size:15px;font-family:Arial;vertical-align:baseline;white-space:pre-wrap">The scenario includes a volunteer on a walk list, encountering a potential voter, updating the records real time and deepening contact with the voter and the information we have to offer.</span></div>

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<br><div style=3D"line-height:1.15;margin-top:0pt;margin-bottom:0pt"><span style=3D"font-size:15px;font-family:Arial;vertical-align:baseline;white-space:pre-wrap">d) Media (paid), (earned) and (social), and polling</span></div>

<br><div style=3D"line-height:1.15;margin-top:0pt;margin-bottom:0pt"><span style=3D"font-size:15px;font-family:Arial;vertical-align:baseline;white-space:pre-wrap">New tools should be developed to measure reach and impact of paid, earned and social media. &nbsp;&nbsp;&nbsp;The impact of press coverage should be measurable in reach and impact, and TV effectiveness measured by attention and other surveys. &nbsp;&nbsp;&nbsp;</span></div>

<br><div style=3D"line-height:1.15;margin-top:0pt;margin-bottom:0pt"><span style=3D"font-size:15px;font-family:Arial;vertical-align:baseline;white-space:pre-wrap">Build tools that measure the rate and spread of stories and rumors, and model how it works and who has the biggest impact. &nbsp;&nbsp;&nbsp;Tools can tell us about the origin of stories and the impact of any venue, person or theme. &nbsp;&nbsp;&nbsp;Connect polling into this in some way. &nbsp;&nbsp;&nbsp;</span></div>

<br><div style=3D"line-height:1.15;margin-top:0pt;margin-bottom:0pt"><span style=3D"font-size:15px;font-family:Arial;vertical-align:baseline;white-space:pre-wrap">Find a way to do polling online and not on phones.</span></div>



