1	The Man, the Message, and the Members:	
	The 3Ms of Politics in America Today	1
2	Institutionalizing Activism: The People's Project	21
3	Making a Difference as a Canvasser: Jobs with a Conscience	45
4	Outsourcing Activism: Politics and the Bottom Line	67
5	Laying Sod versus Cultivating the Grass: A Postmortem on the 2004 Election	87
6	Where Do We Go from Here? The Future of Grassroots Politics in America	107
	Appendix	115
	Notes	123
	References	137
	Index	143

x

Acknowledgments

Preface

6