The literature on campaigning identifies three major phases in campaigning history: pre-modern campaigning (roughly 1920-1945), modern campaigning (1945-1990), and professionalized campaigning (beginning 1990). This talk (and paper) posits that the third phase, professionalized campaigning, is being concluded and replaced with a fourth phase. The fourth phase is characterized by the communications environment in which it takes place, namely by digital media, big data, and temporary, ad-hoc political affiliations and activities. This phase, although also heavily influenced by communications and campaign professionals, is also shaped in important ways such as citizen-initiated campaigning, relying much more on non-professionalized peer to peer conglomerations of citizens whose motivations overlap at strategically important moments. The distinction between online and offline aspects has been subsumed by the large-scale permeation of an all-hands-on-deck approach to the total campaign, which also figures in as the central part of contemporary political affairs. This phenomenon is not all new, but has a new relevance as it is actuated by the potential for immediate collective action surrounding issues of temporary prominence.