

Gov Trek Campaign Simulation Competition

Young citizens of California, let your voice be heard! Your challenge is to create and deliver a political campaign package designed to make a positive change in the community, your state, or your country. Participants will be assigned to teams of up to six members, each of whom may request what role they prefer to play in the political campaign.

Campaign Simulation Roles

Candidate (1)

The candidate gives direction on the campaign's values, advises on campaign messaging and all other aspects of the campaign, and serves as the face of the campaign. Candidate delivers a campaign speech.

Campaign Manager (1)

The campaign manager oversees all aspects of the campaign, including communications and voter outreach. She works with the candidate and communications director to develop the campaign message and manages the candidate's precious time.

Field and Volunteer Manager (2)

The field and volunteer manager identifies key voter audiences, develops an outreach plan to deliver the campaign message, and coordinates the volunteers to deliver the message.

Communications Director & Speechwriter (2)

The communications director & speechwriter elevates the campaign message in the media and social media, develops campaign advertisements, and writes the candidate's remarks and voter outreach scripts.

It is critical that all members of the campaign team work closely together to ensure their efforts are coordinated, efficient, and that everyone always remains on message. **Time is the most important and scarce resource in any political campaign.**

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Political Campaign Package

Campaign video

- **Candidate stump speech.** Connect with voters by writing and delivering a stump speech. Record a compelling stump speech delivered by your candidate (2-3 minutes) The video must show the contestant's torso and face. It is most important that the contestant can be clearly seen and heard. We encourage you to film in a setting that is creative and/or professional in appearance and reinforces the core message of your campaign.
- **Visual and verbal presentation** featuring members of the campaign team. You can record your images with a voice over explaining your voter outreach plan, flier and campaign ad.

The entire video, including stump speech, voter outreach plan and political candidate flier/campaign ad overview, should be no more than five and one half to six and one half minutes. Videos that do not meet the qualifications will be disqualified from the competition. Videos should be uploaded to YouTube. Submit the YouTube link to govtrek@aauw-ca.org by the given deadline.

Materials

- **Voter outreach plan** (campaign strategy). Effective **voter outreach** strategies win elections! Gain supporters and get them to **vote!** Submit your voter outreach plan in Word or Google document format. It must include at least the following elements:
 - Voter demographics
 - Neighborhood canvassing maps and district map
 - Volunteer recruitment plan
 - Messaging
 - Outreach strategies and methods used
 - Timeline for implementation leading up to Election Day.
- **Political candidate flier and campaign ad.** Your submission must include two elements: a political candidate flier and a campaign ad (The campaign ad can be a social media graphic.) Both should include your core campaign message and priorities as well as a call to action for your audience. This is a great opportunity to use a punchy campaign slogan. You may use design tools such as Canva to create your digital collateral. Content must be original. You must have rights to any images, which must be original, available in the public domain, or purchased.

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Judging: Eight campaign teams will be selected to participate in the finale. Three VIP industry judges will evaluate and provide constructive feedback to the campaign teams competing in the final round.

All finalists will receive [EMPOWERED CITIZENS GUIDE: 10 steps to passing a law that matters to you](#). Additional awards will be provided in the following categories:

- **Best Campaign Overall** - Grand Prize Team - (6) Team members
Participants will be provided the opportunity to participate in a virtual internship.
- **Voter Outreach Plan (VOP) - Most Persuasive – You Got Our Vote!** - (2) Field & volunteer manager
- **Candidate Flier & Campaign Ad - Best Digital Collateral** (2) Communications director & speechwriter
Most compelling campaign artwork/digital communications
- **Speech - Most Impact** - (1) Candidate
Articulates well the who, why, what of your campaign and your vision for change in your community, your state, your country
- **Political Messaging - Most Effective** - (1) Campaign manager
Clearly defined key messages, audiences, and strategies for reaching those audiences
- **People’s Choice Award** - (6) Team members
Favorite campaign decided by the audience (Zoom poll) Team