

## Political Campaign Project Description

The members of your Gov Trek group will work together on a campaign simulation which will incorporate many of the things you are learning. There are several parts to the campaign project. Each team member will assume a role and complete the associated task that contributes to the final presentation.

The key tasks are to:

### Define Your Campaign Strategy & Messaging -

Campaign Team

#### Expected time: 1-3 hours

- Your campaign strategy and messaging should address two or more of these voter demographics: young voters, racial/ethnic, elderly, veterans, low income, and should include the following elements:
- What position will your candidate run for? (see scenarios below)
- What you stand for
- Your platform
- At least two core issues you are addressing
- Something unique about your approach to these issues
- The universe of voters you are targeting and why
- What your message to your target voters. Adapt your message to your audience.
- A campaign slogan

### Choose one of the narratives and build your campaign assuming the facts in the narrative:

1. Your candidate is running for elected office in **local government (county, municipality, or special district)** or **in state government (executive or legislative)** representing approximately 500,000 residents. The incumbent is retiring and is endorsing your opponent, a white man about your age. Your opponent votes against the issues you stand for. Address two or three of the issues at an upcoming event where your candidate will also speak to an audience sponsored by a nonpartisan group. Your opponent and other candidates for other elected offices will also be present.
2. Your candidate is running for a congressional seat in the federal government. For a senate seat you are representing the state of your choice. For a House seat, you are representing a district of approximately 761,000 residents. You have advanced from the primary election and are now running in the general election. You can be the incumbent or the challenger. Your opponent is a white man significantly older than you. Your opponent votes against the issues you stand for. Address two or three of the issues at an upcoming event where your candidate will also speak to an audience sponsored by a nonpartisan group. Your opponent and other candidates for other elected offices will also be present.

### Write & Record Your Stump Speech - Communications Director & Speech Writer and Candidate

#### Expected time: 1-2 hours

Your speech should be persuasive and three minutes or less. Practice your speech and record it.

## Expected Time (by session)

You may choose to work outside of class to complete your project, however it is not required.

| ROLE                                | SESSION 4                | SESSION 5                   | SESSION 6             |
|-------------------------------------|--------------------------|-----------------------------|-----------------------|
| CAMPAIGN TEAM                       | Define campaign strategy |                             |                       |
| CANDIDATE & COMMUNICATIONS DIRECTOR |                          | Write & record stump speech |                       |
| FIELD & VOLUNTEER MANAGER           |                          | Design voter outreach plan  |                       |
| COMMUNICATIONS DIRECTOR             |                          | Create political flyer & ad |                       |
| CAMPAIGN MANAGER                    |                          |                             | Create campaign video |

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- Include these core components in the stump speech:
  - Introduction - Your name and the office you are running for
  - What is the problem you are solving? Who are you solving it for?
  - Who are you? How your story connects with the problem and reflects your shared values
  - What is your solution? If you are the challenger, communicate how the incumbent has failed and how you will fix the problem. If you are the incumbent, communicate hope and that there is still work to do.
  - What support do you want? Their vote, their contribution to your campaign, or to volunteer.

### Design a Voter Outreach Plan - Field & Volunteer Manager

#### Expected time: 1-2 hours

Use Microsoft Word, Google Doc, or Canva to build your voter outreach plan.

Include the following information:

- Voter demographics
- Volunteer recruitment plan
- District map **IMPORTANT**: You must identify a specific jurisdictional office to be running a campaign for. You can find your district map online. Canvassing maps cannot be found online and you will instead use a city map or a similar type of map. Please consider the size of your district. If your candidate is running for a local position, you can create a more detailed Voter Outreach Plan. For a larger district (for example, statewide), you will want to be more strategic by targeting key cities for canvassing, or explain how you will use TV and/or mail.
- Messaging
  - Explain the primary goals for the campaign. What will your candidate do for the voter?
- Outreach strategies and methods used
  - How you will contact them (e.g. mail, organic social media, paid social media/digital advertising, television ads, radio ads, texting, calls, door to door canvassing, community events, neighborhood coffee meetings with the candidate, etc.).
  - How many times you will contact them
- Timeline for implementation leading up to Election Day (5-9 months)
- A budget that shows the cost to accomplish your paid outreach goals. Assume you have a budget of \$25,000 for a local campaign. Both state and local candidates for political office must adhere to the campaign finance laws in force in their particular states. Federal campaigns must adhere to federal campaign finance laws and regulations..

### Create a Campaign Flier & Campaign Ad - Communications Director & Speech Writer

#### Expected time: 1-2 hours

Use Canva or similar design tools to create a flier and campaign ad that reflect your campaign message.

- Create a simple political event flier.
- Create a simple campaign ad (graphic, animation, video, or other digital asset).
- Utilize your campaign branding theme, messaging, and customize the look and feel to match that theme.

### Prepare a Campaign Package Video - Campaign Manager

#### Expected time: 1-2 hours

Produce a 5.5 - 6.5 minute video that incorporates the following elements:

- Your stump speech (up to 3 min)
- An overview of your voter outreach plan (visually and verbally)
- An overview of your candidate flier and campaign ad (visually and verbally)
- It is highly recommended to include closed captioning for viewers who can't hear audio.
- Be ready for Q&A and feedback from VIP Judges.