

Political Campaign

Remember the following:

1. You are trying to get people's votes so be persuasive
2. You are trying to appeal to the voters emotions
3. The types of voters you are targeting, including independents that may lean towards your side!
4. Your strengths!
5. Your opponents weaknesses!
6. Promises you will make in your campaign to get the votes.

Political campaigns consist of, or include, three key components:

1. Campaign Posters
2. Campaign Commercial
3. Campaign Speeches

Directions: Divide your constituents, or supporters, into three groups to work on the three campaign components. Below are some requirements and ideas for each component.

1. **Posters:** You need at least two posters to promote your candidate.
 - Include your campaign slogan
 - Include your party's symbol
 - Include reasons why voters should vote for your candidate
 - You may use humor, but it must be school appropriate!
2. **Commercial:** You need one commercial at least 1 minute long promoting your candidate.
 - Include candidates name
 - Candidate should be in it
 - Include your campaign slogan
 - Include your candidates strengths
 - Include your opponents weaknesses
 - You may use humor but it must be school appropriate!
3. **Speeches:** You need at least one speech to give to the class at least one minute long.
 - Include reasons why voters should vote for you
 - Include campaign promises that you plan to uphold if elected
 - Include your strengths
 - You may use humor but it must be school appropriate!

<http://www.wikihow.com/Write-a-Campaign-Speech>

