

Campaigning: It's a Process

Name: _____

A. Let's Run. You're running for president and there is so much to do! Use the reading to fill in the blanks below for each task you must complete.

1. _____ to the public that you're running for office.
2. Sign official paperwork with the _____.
3. Raise or spend at least _____ in campaign _____ or _____.
4. Release _____ to inform voters about your campaign.
5. Ask supporters for _____ to help you continue the race.
6. Secure a _____ from a major political party at the national _____.
7. Make _____ to meet voters in person.
8. See how your ideas measure up to your opponent's at the presidential _____.
9. Campaign heavily in _____ states.

Win at least 270 electoral college votes. Congrats! Get sworn into office on Inauguration Day.

B. Strategize! Campaigns have to use a variety of tactics to win voters to their side, but some activities undoubtedly reach more voters than others. Sort the campaign activities according to the impact they're likely to have on voter response. Then choose the top three tactics you'd advise a campaign to use and explain why.



List of Campaign Activities		
Canvassing	Phone Bank	Television Ads
Rally	Debate	Celebrity Endorsements
Public Appearances	Fundraising	Online Ads
Candidate Website	Newspaper/Magazine Ads	Mass Mailings

High Impact	Moderate Impact	Low Impact

I would advise a campaign to use _____, _____,
and _____ to reach voters because

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C. Let's Debate. Imagine you're running for president and preparing for the first major presidential debate. The nation will be tuning in! Plan out one of your talking points using the outline below. Be sure to anticipate a rebuttal from your opponent. That's right, you're prepared for anything!

#1 Grab the voters' attention with a quick story that ties into your main message.

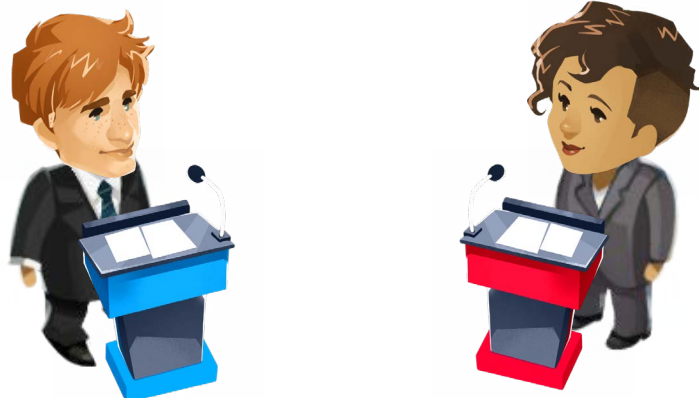
#2 Explain one issue or problem that you will focus on.

#3 Say what you will do about it.

#4 Imagine some things your opponent might say about your plan.

#5 Tell why your opponent would be wrong about your plan.

#6 Give a memorable conclusion that explains why your plan works.



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D. Free Speech, Free Spending.

Buckley v. Valeo (1994)

In *Buckley v. Valeo*, the Supreme Court ruled that putting a limit on how much someone could spend in an election was the same thing as limiting a person's freedom of speech. The Court upheld limits on campaign contributions. But after this case, citizens could spend as much money as they wanted *on* their candidate, as long as they didn't give the money directly *to* them.

You decide...

Do you think spending money in a campaign is the same as being able to speak your mind? Explain why or why not.



E. Is It About the Benjamins? Read the prompt and answer the question. Remember to explain your reasoning.

Money is a huge part of a political campaign and, in some cases, it can prevent or stop people from running. Kamala Harris, a democratic candidate in the 2020 elections, was forced to drop out of the race because she lacked the money needed to continue her campaign.

Do you think this is fair? Could the expense of elections ever hurt our election process? Share your thoughts in the space below.

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F. Campaign Ads. Ads are a huge part of a campaign. Match these common types with their definition. Then analyze each campaign ad given. Decide which type of campaign ad it is and explain how it made you feel about the candidate.

Endorsement	Positive	Testimonial	Negative/Opposition	Introduction
Type of Ad		Definition		
		Ads used at the beginning of a campaign race to introduce the candidate by describing his or her background, qualifications, and reasons for running.		
		Ads that features a celebrity or popular political figure promoting the candidate.		
		Ads that positively promotes the candidate's policy plans, positions on big issues, or their background.		
		Ads that show footage or commentary about opponents in a negative light.		
		Ads that use ordinary citizens to vouch for a candidate.		

Ad	Type of Ad	How did the ad make you feel about the candidate?
<p>Commercial</p> <p>IMAGE: <i>A feather floats down into a jar of pennies.</i></p> <p>MALE NARRATOR and TEXT: Want the facts on Marla Hope's Redemption Tax?</p> <p>[TEXT: Half goes to the rich]</p> <p>NARRATOR: More than half of all tax cuts go to the rich. The only hope for the rest of us is that there is anything left.</p> <p>[TEXT: Reese Ultz, Financial Honesty]</p> <p>NARRATOR: Reese Ultz has the experience to show Americans real returns, revitalize Social Security, and reduce student loan debts. Americans like you deserve real results, not hopes and dreams. Vote Reese Ultz for President.</p>		
<p>Radio Ad</p> <p>"She's been hailed the party's best chance for the White House, the hope for 2020. As Governor, she lowered crime in her district over the last two years and gave over \$3 billion in tax cuts. She improved schools by raising standards and promoting innovation. Marla Hope, a strong compassionate leader, a new Hope for America."</p>		

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Ad	Type of Ad	How did the ad make you feel about the candidate?
<p>Online Ad: Marla Hope is for TAX CUTS SCHOOLS SAFER COMMUNITIES A new HOPE for America Marla Hope 2020</p>		
<p>Radio Ad: "The Cost of Hope," Reese Uitz, 2020 WOMAN: When my mom got sick, hospital bills were astronomical and insurance refused to pay. Marla Hope supports private insurance and voted against Medicare three times in Congress. For me, the cost of Hope is just too high. This Fall, Reese Uitz has my vote. REESE ULTZ: No family should have to go broke to pay for healthcare. As your president, I want to make sure that every American has access to healthcare.</p>		
<p>Print Ad:</p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="width: 30%;"> <p>On the court, I'm your best shot at a win. In this election Reese Uitz is this country's only shot.</p> </div> <div style="width: 30%; text-align: center;">  </div> <div style="width: 30%;"> <p>I'm Rodney Dribble, NBA superstar, and I support Reese Uitz for President.</p> </div> </div> <p style="text-align: center;">Vote Uitz 2020</p>		