



AP U.S. Government & Politics

2017 Campaign Project

DIRECTIONS

You will help elect a candidate (hypothetical) to lead our great nation on ***JHS Mock Election Day 2017***. Eligible voters will include any staff or students who will be willing to participate. Voting will take place on-line during 4th period on JHS Mock Election Day 2017.

Week 1

Political Party Nominating Conventions (October 18-October 20)

Each class will create three or more teams developing a platform and selecting a single candidate for the primary election on Friday of week one. Each team must have a minimum of eight team members. Each team is to create a platform of issues that as many group members can agree to. The winner from week one will continue as a candidate competing against the leading candidates from each class for the remainder of the project.

Week 2

(October 23-27)

Winning candidates from each team will select their campaign staff with one person for each of the jobs listed below. Other students will create a presentation summarizing a chapter from this unit.

Candidate: Responsible for leading other team members, defining, and agreeing to policies that the candidate really believes in. Responsible for getting “celebrity” endorsements verified in writing with a rationale for the endorsement. “Celebrity” endorsements must be real people like school staff members, influential students, well-known members of the community, and parents.

Campaign Manager: Responsible for organization of campaign members and the overall campaign strategy. Responsible for **candidate profile sheet** that explains the real accomplishments of the candidate and their personal stand on five or more national issues by the end of week 2.

Fund Raiser:

Will solicit “funds” from staff members who will represent different interest groups. When staff agree they will transfer “funds” via staff email to Mr. Trueit at: wtrueit@everettsd.org. Fundraiser will compile a list of “funds” and their contributor to report by the end of week 2.

Communications Director: Responsible for creating and updating the candidate’s website and social media. Will coordinate efforts with media consultants for the team.

Communications Director will create the candidate’s web site by the beginning of 1st period on the Friday that ends week 2.



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Unit Chapter Presenters: Unit chapter presenters will create a presentation based on the chapter assigned to them. Presentations must summarize each section of the chapter assigned and answer the guiding questions in a presentation of no less than five minutes and no more than ten minutes. Presentations will be given during week 3.

Grading: Each team member must provide quality work for each assigned task. A grade check-list or rubric may be handed out for each activity.

Week 3

October 30 – November 3

Every student will be involved in one aspect of promoting or reporting on a candidate their own JHS AP Government & Politics class.

Candidate: Prepare for a “televised” campaign speech and questions from the “class news media.” Be actively engaged in getting endorsements from interest groups, appearing in media advertising, and encouraging people to vote for you.

Campaign Manager: Responsible for a campaign strategy for finding voters who agree with the candidates stand on issues identified in the profile sheet (and only on the profile sheet).

Doorbelling:

Students will provide potential voters with the code for Remind.com registration,

e73be3, that will send a link to the voting source on election day. Students will meet other students outside the class and write down their names. Each student will have a list of 10 students with their first name, last name, and the name of their third period teacher.

Communications Director: Responsible for creating and updating the candidate’s website and social media. Must up-date the candidate’s web and social media sites with endorsements and media created for the campaign by the end of week 3.

Media Consultants & Artists: Responsible for creating promotional materials from flyers, posters, and television commercials to be completed no later than Friday. Candidates will be able to “purchase” materials based on their fund raising efforts. Flyers will cost \$500. Small posters will cost \$1,200. Large posters will cost \$2,500. Television ads will cost \$25,000 each. The cost includes the labor and materials of one person for flyers and small posters, up to three people for large posters, and up to five people for television advertising. All promotional materials must explain with details at least one policy platform endorsed by the candidate. Campaigns may only spend the revenue earned by the end of week 2.



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Media Reporters: Students in teams of two will research and represent a media outlet.

Students will research the media source and determine any liberal or conservative bias and submit a brief report persuasively supporting their claim. In addition, media reporters will prepare questions for the class candidate that reflects the bias of that media source. Print, broadcast, and internet outlets may be represented for this assignment.

Interest Groups: Students may create interest group teams of three to five students within a single classroom supporting their classroom candidate. Interest groups will select a real interest group, unique in this campaign. The policy goals of the real interest group must match up with the issue stands of the candidate your group chooses to endorse. Members of your group may create promotional materials for the candidate that also identify the interest group with its logo and at least one policy goal supported by the endorsed candidate. Interest group members will also seek groups of people who will vote for their endorsed candidate. Promotional materials will be completed by the end of week 3. A leader from your interest group must also coordinate with the campaign and communications persons for the candidate you endorse.

Grading: Each team member must provide quality work for their team and assigned task at the end of the week. A grade check-list or rubric may be handed out for each activity.

Week 4

November 6-8

GOTV! Get Out the Vote

Every student will support their class candidate, coordinate getting staff members and students to vote for their candidate, and participate in recording student voters during lunch on Tuesday of week 4. Each candidate must get 100 votes in order to earn an “A” grade for this project, in addition to successfully completing weekly projects and a one-page reflection that summarizes what you learned about your part in the campaign and one thing you learned about the overall experience of this project. Summative bonus points may be earned by the winning candidate and winning team members who have successfully completed their project/duties for each week of this project.