For a campaign to run effectively, the members of the campaign team must work closely together. For today’s mock campaign, team members will determine who will play the part of the candidate, campaign manager, speechwriter, communications/publicity director, and public events/fundraising coordinator. As part of your candidate’s platform you will decide on your candidate’s position on the campaign issue outlined below, determine how you will publicize the candidate’s position, and raise campaign funds to support the candidate. Although you will be working closely together, each member of the team will have specific responsibilities.

CANDIDATE:
1. Helps the team develop the position on the issue and select the slogan
2. With appropriate team members, prepares and delivers a 2-minute campaign speech on the issue outlined below

CAMPAIGN MANAGER
1. Helps the team develop the candidate’s position on the issue and select the slogan
2. Manages the time, keeps team on-task, focused and enthusiastic
3. Gives a 15 – 30-second introduction of the candidate and the rest of the campaign team before the candidate delivers her speech

SPEECH WRITER
1. Helps the candidate write the speech supporting the issue position in the candidate’s voice
2. Records and summarizes the most compelling evidence discussed by the group in support of the candidate’s position
3. Works closely with Communications/Publicity Director to convey the essence of the candidate’s position for the poster and slogan

COMMUNICATIONS/PUBLICITY DIRECTOR
1. Ensures that the campaign team examines and addresses both sides of the selected option (pros and cons) and uses only fact-based, credible information.
2. With input from the team, prepares a slogan for the campaign and makes the poster to communicate the candidate’s position on the issue (Note: this does not have to be an artistic masterpiece; the important goal is to clearly display both your candidate’s name and slogan that communicates her position on the issue.)
3. Displays the poster during speech

PUBLIC EVENTS/FUNDRAISING COORDINATOR
1. Identifies a few possible campaign events to publicize the candidates message AND a few realistic sources for campaign funds
2. After the candidate’s speech, gives a 15 – 30-second presentation of 1 idea for a campaign event designed to showcase the candidate’s position on the selected option, AND 1 idea for a fundraising activity for the candidate
CAMPAIGN ISSUE

- Your candidate is running for an elective government office at either the county or local level. You may identify the office if you wish, but it’s not necessary.

- Your constituency is diverse, including citizens of various races, cultures, incomes, religions and political affiliations.

- There is money in the 2019 budget to do ONE, of the following projects:
  
  A. Build, staff and run an immigrant services center; or
  
  B. Build, staff and run an outdoor community pool; or
  
  C. Build, staff and run a community food waste recycling center.

- Each of these 3 options would require a significant expenditure of your government’s budget (i.e., taxpayer money).

- Each option would **directly** benefit only certain members of your constituency, although every option would benefit your community **as a whole**.

- None of the options has unanimous support in the community; each has its supporters and opponents. In other words, there is no option that will make everyone happy.

**Your campaign team must:**

1. Decide which ONE* of the options your candidate will support (see next page for links to resources); and

2. Come up with a campaign slogan that defines and justifies your support of that option; and

3. Design and create a campaign poster that effectively advertises your slogan and communicates your position; and

4. Write a brief (15 – 30 seconds) statement for your campaign manager to introduce the members of the campaign team and the candidate for her speech; and

5. Write a 2-minute campaign speech for your candidate to deliver that clearly (i) explains why she supports option A, B or C and (ii) asks citizens to vote for her (at the end remember to introduce your Public Events/Fundraising Coordinator); and

6. Write a brief (15-30 seconds) statement briefly outlining 1 campaign activity and 1 fundraising activity for your Public Events/Fundraising Coordinator to present after the candidate’s speech.

* Given the limited time you’ll have to complete this exercise, we are asking you to select and focus on your candidate supporting only one of these projects. However, we would like to point out that in local governance, typically, there would be various options for compromise to consider, such as down-sizing expensive projects so your community could afford to do more than one, deferring a project for further study by an expert volunteer committee, or alternate funding such as issuing a bond to borrow money that would be paid back over time or private fundraising.
RESOURCES

The following are links to real-world resources that relate to the hypothetical Options A, B and C in our campaign exercise.

You are not required to use these resources but you may find them helpful in deciding which option your candidate will support. Also you are not limited to these resources and may do your own research, but please be mindful of the schedule so your team has sufficient time to produce all the deliverables in items 1 – 6 above.

**Option A – Community Immigration Center**

https://www.neighborslink.org

http://www.immigrantwelcomecenter.org

http://www.tacomacommunityhouse.org/immigration-services/

**Option B – Community Pool**

http://gtownaquatic.blogspot.com/p/benefits-to-commun.html


**Option C – Community Food Waste Recycling Center**

