Teacher's Guide

iCivics

Mock Election– Day Two

CAMPAIGNING

Time Needed: One Class Period

Materials Needed: Student worksheets, art materials

Copy Instructions:
Campaign Materials page *(class set; single-sided)*
SWAG pages *(half class set; single-sided)*
Voting guide and Trivia Sheet *(class set; double sided)*

STEP BY STEP

❑ **ANNOUNCE** the winning candidate and policy for both parties. Compare your classroom primary election to the national conventions of the Republican and Democratic parties. Explain that this is a time in the life of a party that the members have to regroup and support THEIR candidate.

❑ **DISTRIBUTE** the Press Release/Thumb Power/Slogan worksheet. Introduce and assign each section separately. Students can look back to the winning poster for the policy/ values details.
  ❑ Introduce Press Release and ask students to fill in the party-specific information.
  ❑ Ask how the media release could fit in a text message or a Tweet. Challenge the students to narrow the message to a social media length statement.
  ❑ Ask students to offer slogans that they may be familiar with. (Commercials jingles) Assign the Slogan/Swag portion and tell them that these will serve as drafts for a bigger campaign activity.

❑ **SHOW** class both swag options (t-shirt and print media) and allow them to select which they want to create to support their party's candidate and policy. Stress the need to be thorough with the message, as this will be viewed by all voters!

❑ **ALLOW** time for the students to create the swag of choice with art supplies.

❑ **POST** the swag pages and arrange in an accessible place around the winning nominee's poster.

❑ **REVIEW** where the class is in the election process. (They are in the middle of the classroom election campaign 'season'. This is when all classroom voters start to look at the candidates and decide what policy they like the best.)

❑ **DISTRIBUTE** the Election Guide sheet and Presidential Election Trivia hand out. (Students can work individually on these pages while they wait to look at the swag display.)

❑ **ASSIGN** the students to create their own voting guides as they look through the swag displays. While they are waiting for their turn to look at the display, they should complete the trivia page.

❑ **PREVIEW** the election activities for the next class.

Mock Election

Name: _____

Press Release This message is an example of what is sent out to the news sources (newspapers, tv, radio) to be used in a report. Use the results of your party's primary election to fill in the missing pieces.

The _____ Party announces its nominee for the upcoming mock election!
    Party Name

_____ will be representing the values of _____, and
    Candidate Name   Value 1

_____. Our party platform includes the proposed classroom policy
    Value 2

_____

_____.

Thumb Power Create a tweet of less than 100 characters telling your friends about the campaign. Be sure to include the candidate, party, and at least one value. Use txt shortcuts!
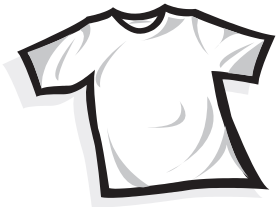
Slogans You see them on swag: posters, buttons, websites, t-shirts, and bumper stickers. Look back at your party details and create at least three catchy slogans and designs for the campaign. These are drafts for a bigger swag project!
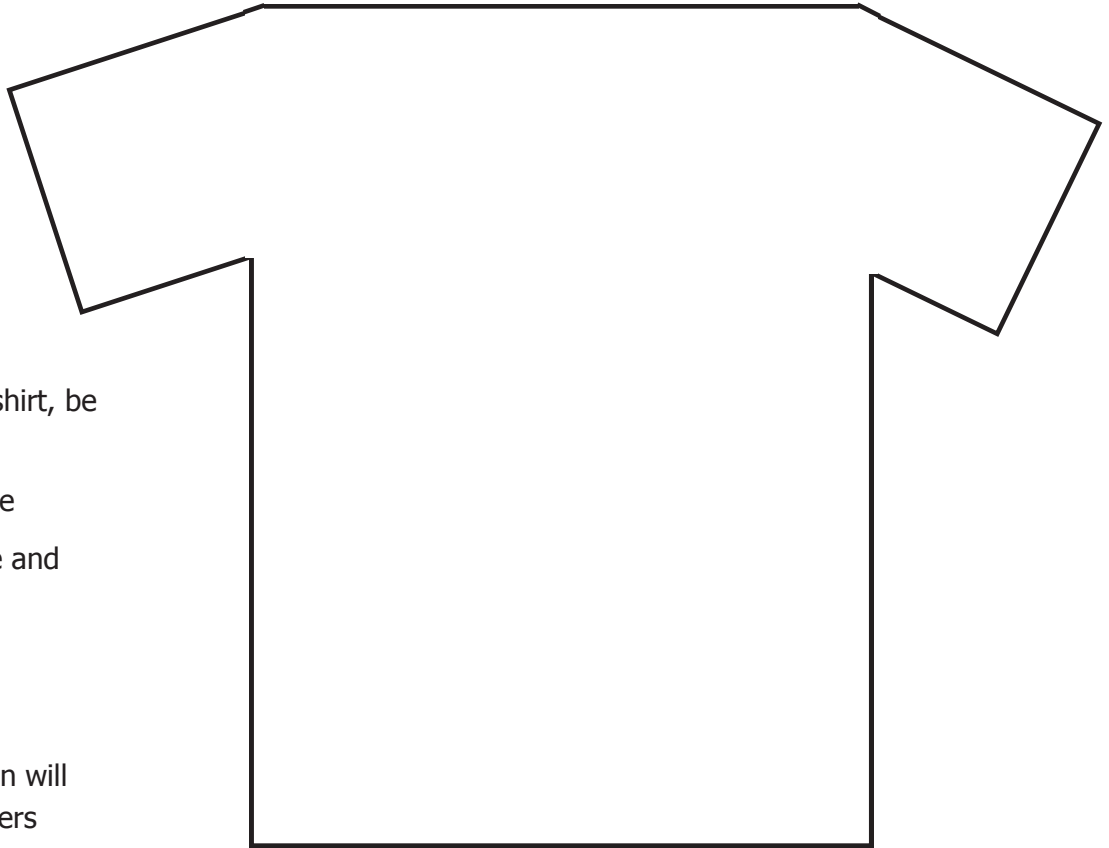
Bumper Sticker

Button

T-Shirt

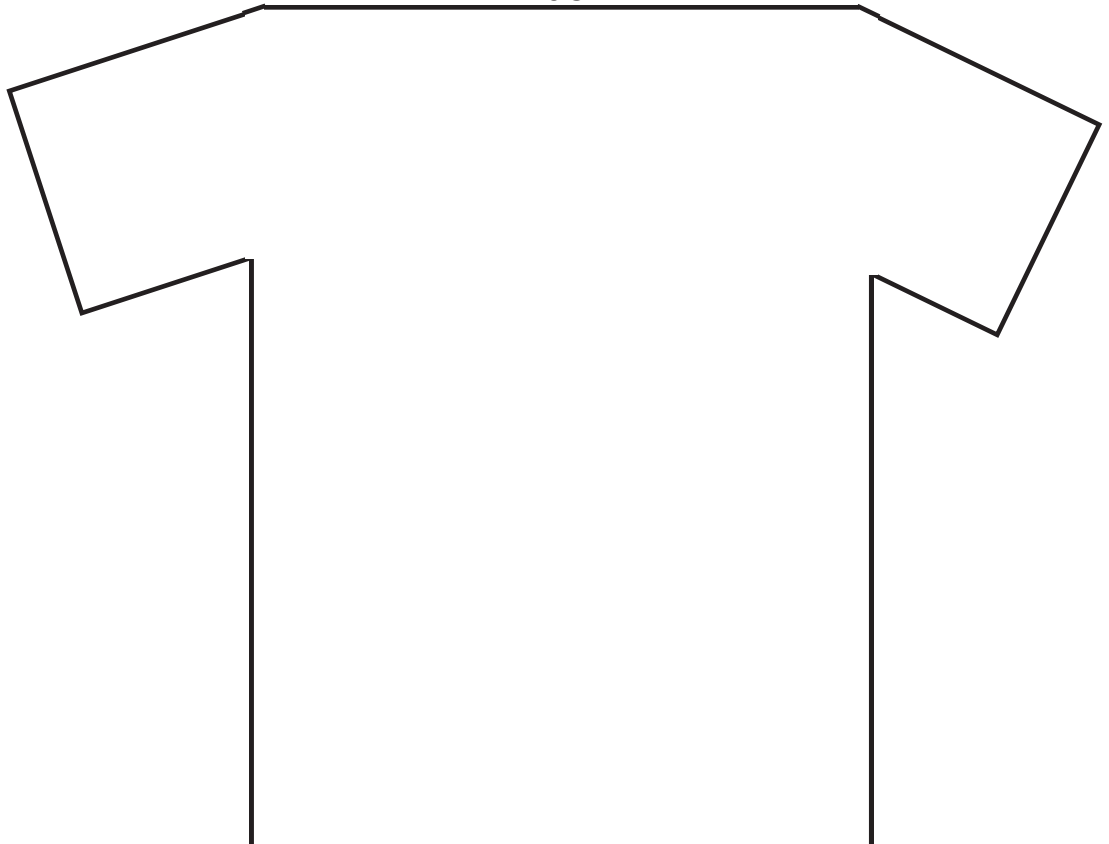Stuff We All Get

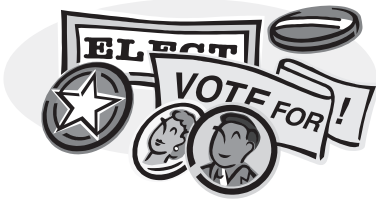iCivics
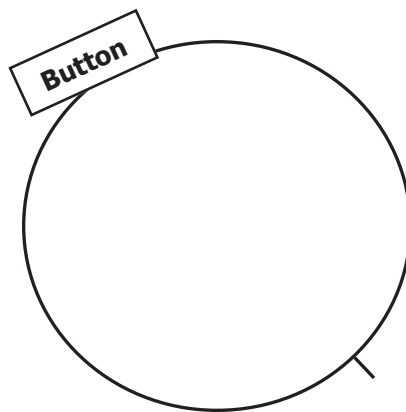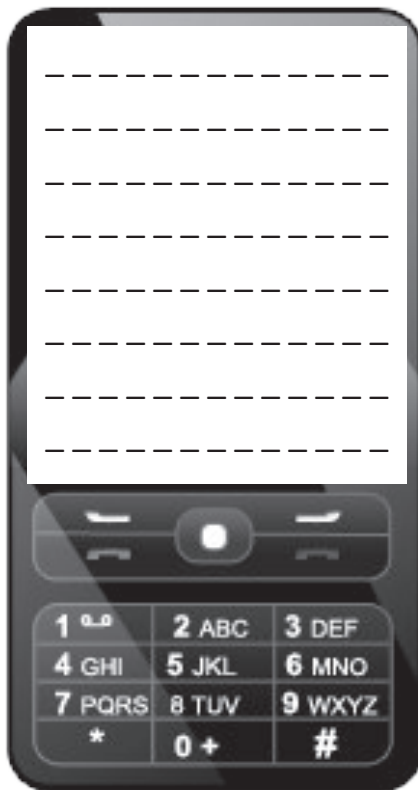
Mock Election

SWAG

Front

For your campaign t-shirt, be sure to include:

❑ Name of Candidate

❑ Party Color, Name and Symbol

❑ Slogans

❑ A little creativity!

Remember, this design will be used to inform voters from *both* parties about your candidate and policy choice.

Back

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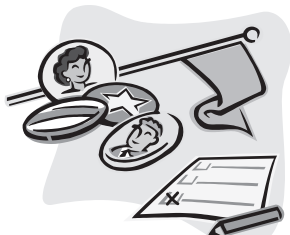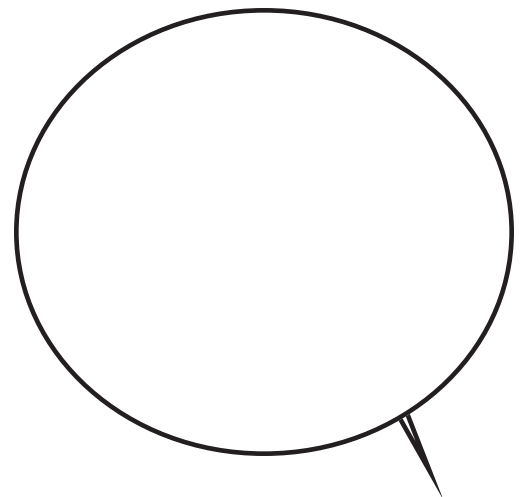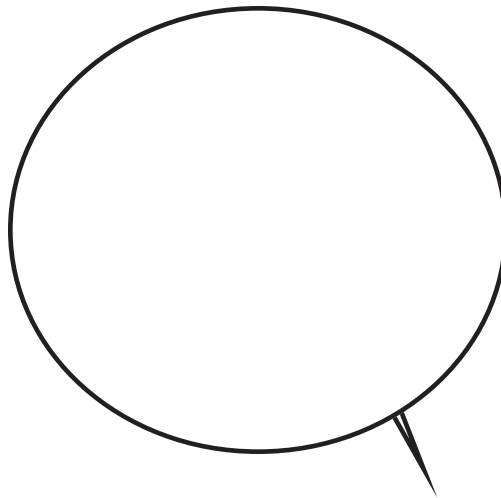SWAG– T Shirt

Mock Election

SWAG

Bumper Stickers

Be sure to include:

- ❑ Name of Candidate
- ❑ Party Color, Name and Symbol
- ❑ Slogans
- ❑ A little creativity!

Remember, these designs will be used to inform voters from *both* parties about your candidate and policy choice.

Buttons

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Mock Election

Name:

Voting Guide Prior to elections, the major political parties distribute voting guides to the public. They break down the election options so voters can take the guide with them to the polls and make an educated decision. Complete this guide based on the campaign materials posted by both parties. You will use this when you vote.

Guide to the Election

Orange Party Candidate

_____

Orange Party Values
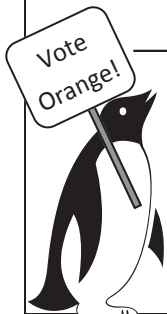
♦ _____

♦ _____

Orange Party Policy

_____

_____

_____

_____

Vote Orange!

Guide to the Election

Purple Party Candidate

_____

Purple Party Values

♦ _____

♦ _____

Purple Party Policy

_____

_____

_____

_____

Vote Purple!

Mock Election

Why a Tuesday in November?

Congress chose to have national elections in November because we used to be a nation of farmers. Harvest time was over by late fall, and the weather wasn't bad enough to keep people from traveling (by horse, of course!). Tuesday was selected because most voters had to travel overnight to make it to the polling places. This left Monday and Wednesday for travel and prevented the need to travel on Sunday.
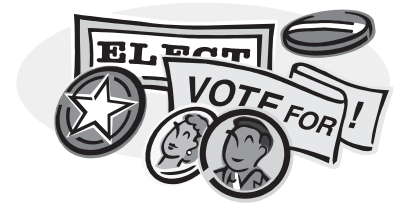
Recycle Those Posters!

The presidential election season of 2008 was the first since 1974 where there was not a Bush or some one in the Clinton administration on the ticket. George H. W. Bush was Reagan's Vice President in 1980 and 1988. Bill Clinton was elected to two terms in 1992 and 1996. In 2000 and 2004 George W. Bush was president. (Al Gore, Clinton's Vice President ran against Bush in 2000. Hillary Clinton, Bill's wife, ran for the Democratic nomination in 2008 and lost to Barack Obama.)

Runner-Up But Still a Winner?

Early in our nation's history, the candidate that came in second in the presidential election became the vice president! Imagine having to work closely with the candidate that you have been slinging mud at for months! In 1804, the 12th Amendment changed the system so that the vice president was elected by the Electoral College. Now, the presidential nominee for each party has the power to choose his or her running mate.
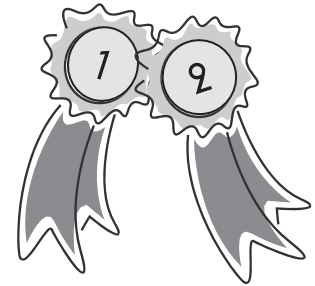
All In The Family. Guess how these presidents are related. One option will be used twice.

____ 1. John Adams (2) and John Quincy Adams (6)

____ 2. James Madison (4) and Zachary Taylor (12)

____ 3. William H. Harrison (9) and Benjamin Harrison (23)

____ 4. Theodore Roosevelt (26) and Franklin D. Roosevelt (32)

____ 5. George H.W. Bush (41) and George W. Bush (43)

A) Father/son

B) Fifth cousins

C) Grandfather/grandson

D) Second cousins

Factoids. Match the fact with the correct president.

____ 6. Was elected to the House of Representatives after serving as President.

____ 7. Served in the Senate after being the President.

____ 8. Served as Chief Justice of the Supreme Court after the Presidency.

____ 9. Only president to serve without ever being elected.

____ 10. Served two terms non-consecutively (not in a row) as president.

____ 11. Tallest President in history at six feet, four inches.

____ 12. Shortest President in history at five feet, four inches.

A) James Madison

B) William H. Taft

C) Abraham Lincoln

D) Gerald Ford

E) John Q. Adams

F) Grover Cleveland

G) Andrew Johnson