

Presidential Campaign Team

★ ★ Destination White House ★ ★

Your team is about to set off on a historic journey: running a presidential campaign! To make it to the White House, *Your Candidate* will need to inspire millions of people to vote for him or her. This is where **YOU** come in. Your goal as *Your Candidate's* campaign staff is to make sure no detail is missed, that *Your Candidate* is sharp, and runs a creative, effective campaign that reaches all of "We the People."

A Clear Message

As you enter the exhibit, three famous presidential elections are featured where the winning candidate, had a simple, clear message to reach the people.

Read about each campaign and **write** down each theme or message. **Then, decide the message for Your Candidate.**

2008 Barack Obama

Your Candidate

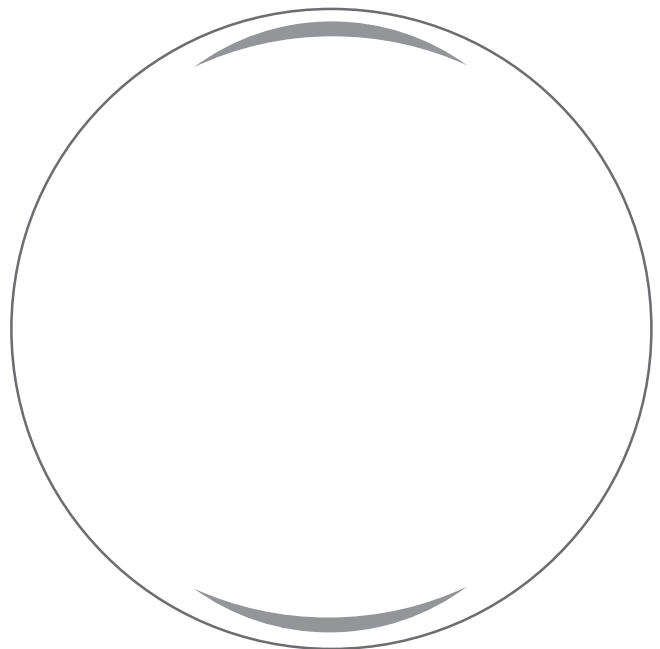
1840 William Henry Harrison

1932 Franklin Delano Roosevelt

You're In The Race

Image is everything! From the font you choose for *Your Candidate's* name to the look of the buttons people wear to show support, how you represent *Your Candidate* needs to reflect his or her message. **Find** the display case containing the historic campaign buttons for inspiration and **design** a button for *Your Candidate*.

Will you use pictures or words on your button?
What colors will you choose and why?



Draw Here

What Does A President Look Like?

Image is everything! The image candidates present to the voters can persuade people to vote for them. This image can come from the candidate's roots. Explore the presidential cutouts. This is where the image of the campaign begins. Think about what

people want to see in a president. Based on what you've seen in those pictures come up with a place in your home state for ***Your Candidate*** to announce his or her candidacy.

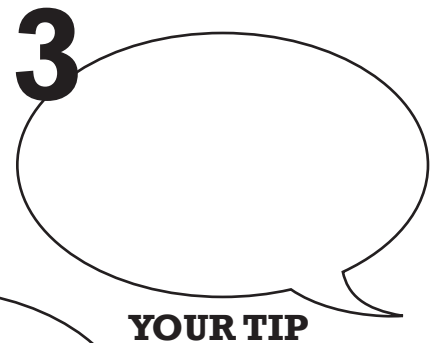
Write your location below and why you chose that location.

How You Say It Matters!

Presidential candidates do a lot of public speaking. Whether ***Your Candidate*** is already an expert or still a little green, your team will have to provide helpful advice before he or she heads out on the campaign trail.

Look for How You Say It Matters and find a political cartoon of Harry Truman getting public speaking tips from his advisors. (President Truman was not known for his public speaking skills, but he practiced and it helped him win a close campaign against Governor Thomas Dewey in 1948.)

Write down two of the tips and then think of one of your own. What do you think is the most important thing a good public speaker can do to connect with an audience? Now try practicing these tips with the Speech Coach!



Be An Active Citizen

To run a successful campaign, you need to keep *Your Candidate* in the public eye and make sure voters stay informed about where *Your Candidate* stands on important issues. Find a panel that shows the places where voters can go for information and look at the different news sources listed.

Write down the four categories of media along with some pros and cons for each. Then, come up with one strategy for *Your Candidate* to use for each media outlet to help win votes.

Type of Media:

Pros/Cons:



Who Can Vote?



Winning presidential campaigns bring together lots of different voters, but everyone hasn't always had the right to vote. Locate the panel which

tells you about how different

groups were not always able to vote in the past.

Write down the order in which the Constitution or federal law first gave them this right and some obstacles that may have prevented members of this group from actually voting.

There are still debates today about requirements for who can and cannot vote. **Read** about a few of these questions and **write** down a position that you agree or disagree with and why.

The Race Is On!

Now that you've thought about *Your Candidate's* message, image and strategies, it's time to win your party's nomination! You must send enough delegates from each state to a national convention where your party's candidate for president will be selected. **Find** your home state on one of the convention sign posts and **write** down whether it has a caucus or a primary. **Talk** about how to campaign in your state and **write** down three strategies to reach your party's voters.



State

Type of Election

Meeting The Masses

It's a very exhausting job running for president. After winning the nomination, *Your Candidate* has two months to hit the campaign trail and win over as many of the nation's voters as possible, no matter which candidate or party they supported in the primaries.

Go to the **Meeting the Masses** wall and practice shaking hands with voters. Remember that a hand-shake is the perfect amount of time for your candidate to personally greet and share his or her view on an important issue with a voter. **Write** down two brief statements for *Your Candidate* to say while shaking hands. (**Hint:** If you are at a loss for some important issues, visit the **Party Platform** game and come up with *Your Candidate's* position on one of the eight listed.) Remember to keep them short and catchy to have maximum impact!



Address America

CONGRATULATIONS! *Your Candidate* has made it to the White House. It's time to take a deep breath because your campaign may be over... but the work of being president has just begun! Before you is the Oval Office where the president will work for the next four years. The nation is going to want to know right away what the president's plans are for the country. **In six words**, tell the nation what you plan to have **OUR** new president should say in his or her Inaugural Address.