



LET'S CAMPAIGN! LESSON PLAN (6-12)

OBJECTIVE: The Steering Committee will learn about ballot initiatives, campaigning in the real world, and develop a voter outreach strategy for each of their projects on the ballot.

SUPPORTING MATERIALS:

- Campaign Strategy Worksheet

TIMELINE: It is recommended to use this lesson plan approximately 3-4 weeks prior to your Vote Day.

APPROXIMATE LESSON LENGTH: 2-3 Steering Committee meetings

INSTRUCTIONS:

1. Campaign Organizing 101

- **Begin by defining** the term 'campaign':
 - Write or read aloud a definition: "A connected series of operations designed to bring about a particular result" (Merriam-Webster).
- **Ask** students to jot down or shout out the different types of campaigns they are familiar with:
 - Marketing Campaigns
 - Candidate Campaigns
 - Issue-based Campaigns
 - Others?
- **Explain** that today, and for SPB, we are going to focus on issue-based campaigns or ballot initiatives.
 - In Arizona, voters can draft initiatives and petition for legislation to be added to the ballot. This is called a citizen initiative referendum or ballot initiative and is unique to our state's constitution. Ballot initiatives are similar to the projects we have developed for our SPB ballot!
- **Explain** that the number one mission of any campaign is to 'Get Out the VOTE!'. Campaigns do this by communicating with constituents and delivering engaging content that inspires people to get out and vote on election day.
 - Ask students to brainstorm different types of communication mediums:

- Campaign Slogans
- Advertising
- Canvassing
- Social Media
- “House Parties”
- Events
- Debates
- **Explain** that the last essential element of a successful campaign is to identify roles and responsibilities. Some campaign roles include:
 - **Campaign Manager:** This student oversees all aspects of the campaign and communicates with the full team to ensure everyone completes their assigned action items.
 - **Social Media Director:** This student leads the communication strategy for all social media outlets.
 - **Communications Director:** This student leads the communication strategy for all traditional communication mediums (i.e., announcements, flyers, etc.)
 - **Field Director:** This student will estimate how many people will vote for their ballot initiative on vote day by conducting field interviews or surveys.
 - **Volunteer Coordinator:** This student will organize other students to be advocates for or spread the word about their ballot initiative.

2. Campaign Strategizing

- **Divide the group** into “subcommittees” for each ballot initiative (project on the ballot) and pass out the Campaign Strategy Worksheet.
 - In their subcommittees, **ask each group to create:**
 - **Campaign Slogan:** What is their catchy one-liner that will get students to vote for their ballot initiative?
 - **Communications Strategy:** Identify the communication mediums their subcommittee will use to encourage and inform students about their ballot initiative.
 - **Action Plan:** Identify which of the members will play each role.
- **Ask** each subcommittee to share with the full group:
 - Who will play which role
 - Your communications strategy
 - Your campaign slogan

3. Campaign Preparations

- Over the next few steering committee meetings, the subcommittees will develop and finalize their campaigns, including creating flyers, videos, announcements, etc. This process will take a few weeks to complete.

- When the groups are completed with the advertisements, they should share with the whole group for feedback and suggestions before finalizing and sending it for SPB Sponsor and principal approval.
- After all project advertisements have been completed, they should be shared with the entire student body.