Campaign Project

In groups of 5 or 6 (can’t do this one by yourself so make some friends) you will be running your own campaign to win the 39th Congressional District (our district which is made up of cities in LA, Orange and San Bernardino counties – a very diverse constituency.) You will need to divide up responsibilities between who will serve as the candidate – need a detailed explanation of the issues you will be running on and a detailed description of your own background and experience needed to win the seat, the chief of staff – need a detailed plan for how to win the seat (you are essentially the coach of the rest of the campaign team), the communications director – how are you going to get your message out to the voters (will you simply rely on ad buys or social media or news hits, etc.), the finance chair – where is all of the money you are going to need to run a successful campaign and how are you going to spend it, and lastly, director of outreach – how are you going to get all of the **volunteers** you will need to reach voters and get them to the polls on election day and how will you manage all of these volunteers who may or may not have no experience in campaigning.

Your grade will be determined by how accurate and detailed your plans for running a successful campaign are including demographic shifts in the district as well as the current political climate in said district. Project will be due 10/31 and extra points are available for examples of advertisements for your candidate.

Worth 200 points