CAMPAIGN PROJECT
Check List

The checklist below should help your team ensure that all parts of the assignment are included in your project, and along with the group and individual evaluations, should be included in your campaign notebook. Refer to the Campaign Project directions for more specific information.

Written Project

❑ **Three-ring Binder** – make your project look professional; think of it as a packet that you would give to the media or potential supporters of your candidate.

❑ **Candidate Profile** – Describes the relevant details of your candidate's background, experience, family, etc., and a plan to introduce/promote your candidate to the public.

❑ **Political Ideology/Issues** – Identify your candidate's ideolgy and provide specfic supporting examples; Outline your candidate's stand on the issues.

❑ **Interest Groups** – Identify at least FIVE important interests groups/PACs whose support your candidate needs to win the nomination, the reasons why they are important to your candidate, and evaluate how the support of these interest groups can/will affect the overall campaign strategy.

❑ **Campaign Strategy** – Outline your national campaign strategy that targets several specific state primaries and caucuses; plan to gather resources; identify demographic groups crucial to the candidate's success.

❑ **Group Evaluation** – Must be filled out and signed by all members.

❑ **Self-Evaluation** – Must be filled out by each member.

❑ **Campaign Rubric** – Should be the last page of the project notebook.

In-Class Presentation

❑ **Video Commercials** – Each group must create at least TWO 30-second spots for your candidate: one positive ad and one attack ad; commercials should be uploaded onto YouTube AND located on a laptop hard drive.

❑ **Issue Handout** – Bring at least one copy of your issue flyer or pamphlet to class.

❑ **Campaign Paraphernalia** – Bring posters, stickers, buttons, signs, t-shirts, etc.

❑ **Candidate Website (Optional**) - Create a website that details out biography, key issues and interest groups of your candidate.