New 3rd Party Project

Directions: Working individually or in groups up to 4, you will be creating your own political party, and developing a plan to run a successful campaign in 2020. Below I have detailed the criteria you or your group will be responsible for producing. For this project your or your group will be creating fake versions of your campaign materials and merchandise, a campaign ad as well as a social media page for your party. In addition, you will be required to complete an individual reflection.

See the chart below for requirements.

If you are working as a….

Individual	Group of 2	Group of 3	Group of 4
Task A	Task A	Task A	Task A
Task B (choose at least 4 topics)	Task B (choose at least 5 topics)	Task B (choose at least 6 topics)	Task B (choose at least 7 topics)
Task C (choose one)	Task C (choose one)	Task C (complete both)	Task C (complete both)
Task D (complete 2)	Task D (complete 3)	Task D (complete 4)	Task D (complete 5)
Task E (social media only)	Task D (social media only)	Task E (campaign ad and social media)	Task E (campaign ad and social media)
Task F	Task F	Task F	Task F
Task G	Task G	Task G	Task G

Tasks- What your project will need to include:
   A. Party Basics:

- **Party Name:** What will you call yourselves.

- **Party Image/Symbol:** The Democrats have the donkey, the Republicans have the elephant, what will your symbol be? This may be either handmade or you may find an image (it may not be an image already used by a political party). You must also include a description of why you chose the image you chose.

- **Slogan:** Just like Donald Trump had "Make America Great Again", what will your slogan be? Your slogan does NOT need to be tied to your party image; it should be related to your view/plan for America

- **Candidate:** Nominate a candidate for your party. This can be a member of your group or a fictitious person. **You will make up fake credentials for your career.** Detail why this is the best person for the job, their past experience that makes them qualified, as well as what benefits they bring to the table. Provide a "biography" for your candidate detailing their past educational & work experience, highlighting past political or business experience that makes them qualified to hold the highest position in the United States. This will be included in the "about" section on your website (or google slide). You should also include a separate demographic profile for your candidate detailing their age, race, marital and family status, religion if applicable, where they are from, social class, etc. *Remember all of this information will be made up.*

- **Running Mate:** Who will be your vice presidential running mate? This may also be a member of your group with a fake profile, or this could be a real person. Example: I could say that I wanted Paul Ryan to be my running mate. Just make sure to include a detailed description of their qualifications, demographic profile, **and how they will "balance the ticket" in order to help your party's candidate win in the general election.** This information should all be included on your website (or google slide)

B. Party Platform: Come up with a "platform" that outlines and defines the philosophy of your party. Your platform should be typed out and will include a short synopsis of your party's stance on the following "issues." Keep in mind a short synopsis means at LEAST 2-3 sentences! **Make sure they are ranked in order of importance to your party!!!** Make sure the reader knows **exactly** how your party feels about that particular issue and how (if your party was in power) you would deal with each of the issues. Keep in mind, you want to appeal to as many voters as possible.

1. Death Penalty (capital punishment – Abolish? Cruel & Unusual punishment? Fits the crime?)

2. Gun Control (Right to bear arms? Any limitations? Background Checks? Guns in public places)

3. Abortion (Right to life? Freedom of Choice? Support Roe v. Wade? Cases of Rape/threat to mother?)

4. Healthcare (Who should provide it; government or private sector? What are the pros and cons of each?)

5. Legalization of Marijuana (How would positively/negatively impact the US?)

6. Immigration (Amnesty? Earned Citizenship? Enforce current laws and deport? Anchor babies? Businesses that hire illegals?)

7. Affirmative Action (Make up for past disadvantages? Best person for the job? Should race, gender, disability, etc. be considered for employment/college enrollment?)

8. Economy/Taxes (Lower taxes give businesses more money to hire more workers? Increase taxes, esp. for businesses/wealthy, so government can provide more jobs/services?)

9. Any other areas of interest typically covered in a party platform.

C. Political Materials & Merchandise

- **Campaign Merchandise:** You need to create fake versions of at least two other forms of merchandise that you could sell to supporters of your party. *Ex: bumper stickers, t-shirts, cups, buttons, blankets, etc.* Look at either the Democratic website or GOP website to get ideas.

- **Poster:** Create a political poster for your party. This should be something that could be posted in someone's front yard. (This could include your slogan if you wanted, but it is not necessary)

These should be created digitally.

D. Campaign Plan: You will need to create a successful "campaign plan". For each topic, you must have a well-developed paragraph detailing your answer.

- **WHERE:** You need to describe where you plan to campaign, or a "plan of attack". What states are you going to spend your time in, and what areas of those states? What states will you target early and which will you go to later on in the campaign? Which states will you spend very little time in? Make sure for each of these questions you give a detailed explanation of WHY you are making these decisions (you may want to reference the electoral college in this section).

- **CAMPAIGN EVENTS:** What kinds of campaign events will you participate in, and why? You need at least three. Ex: Campaign Rallies, Speaking at schools, etc. Be creative!

- **DEMOGRAPHIC GROUPS:** Which demographic groups are you primarily targeting? Why are you choosing these groups specifically? How you will appeal to them and make sure they get out to vote? How will you appeal to the "other" demographic groups that typically do not support you (you do not want to ignore anyone)?

- **FUNDING:** Describe at least two interest groups that will be funding your campaign. Make sure to explain why these two interest groups would support your campaign, and how you could potentially benefit them in the future.

- **ENDORSEMENTS:** You need to include at least TWO endorsements by influential members of society. These could include reputable congressmen or senators, respected members of the community, or Supreme Court justices. For each endorsement explain why they have chosen to endorse you. This would likely be tied to something they liked about your party platform. Note: These endorsements need to be real people.

E. Media & Advertisements: You will create versions of media and/or advertisements.

- **Social Media Page:** In order to make sure you are up with the times you will need to create a fake "social media page" for either your candidate, or your party. This could be either a fake twitter, Facebook, or Instagram. Your page should include a way to connect with younger voters, so maybe this means creating a common hashtag they all can use. All information on your page needs to be relevant to your campaign. You can use one of the templates below or something else of your own
- Twitter Template   Facebook Template   Instagram Template
- **Campaign Ad:** Your group will create a political ad for your candidate. This ad needs to be between 30 seconds and 1 minute; and may either be an attack ad, or a positive/inspirational ad. Utilize types of propaganda discussed in class. Keep in mind it needs to be school appropriate. **For your campaign ad BE CREATIVE! You can use your phone to record, and an app to help you edit your video could include iMovie, or any other video editing app.**

F. Campaign Issues/Surprises- Throughout your campaign, there will be at least two days in which each group draws an issue that has come up. Your group will need to drop everything and deal with that issue. Issues can be with personnel, fundraising, an old video that pops up from something in your past…you never know. Your grade in this section will be based on how well your campaign chooses to handle the issues at hand. You can submit this as a "statement to the public" or another creative manner. Your response should be thorough and well thought-out. A single statement is not sufficient.

G. Reflection: This is to be done individually.

Now that you've completed the New Third Party Project, address each of these reflection questions in a well-written essay. Your essay should be written in paragraph format using complete sentences and thoughts. Do not include the questions in the essay, but please keep the Section Titles.

Section I: Political Parties

      1. Describe how you expect your party to challenge or compete with one of the following parties: Democratic, Libertarian, Republican.
      2. Which party do you believe your party will draw more voters from? Why so?
      3. How did you determine which issues were the most important to you? Did your group agree?

Section II: Voting

      4. Why do you think young people do not vote? How do you think we can encourage your generation to vote? Provide specific suggestions.
      5. What is the most important part of a candidate's biography to consider as you are making your decision on who to vote for? Why?
      6. What was the biggest lesson you learned from this project? How might you utilize what you have learned in being an active member of society?

Section III: Elections

1. What result would you consider a victory for your third party? (i.e., do you anticipate a victory? Do you want to see a major party adopt your views? Is there a percentage of the vote you hope to gain?)
2. Why will the electorate be motivated to vote for your party?
3. How will your party get on the ballot? (choose 2 states, describe the process to getting on the ballot, and how you plan to accomplish this?

Submission Directions

Your submission must be PDF format with the following

- Title Page to include (title: Third Party Project, your name, class name and period, and your party's name (include your groups members name if application)
  - example:
    Third Party Project
    Joe Doe
    Civics and Economics, 2nd period
    Orange Party: Mike, Juan, and Tiana
- Task A
- Task B
- Task C
- Task D
- Task E (include clickable link to video if applicable)
- Task F
- Task G (reflection)

You can complete your project in Google Slides and/or Google Docs and save as one PDF when ready to submit. If you have questions on how to do this, please see your teacher.

Civics & Economics –Third Party Project Rubric

Name: _____

Task A - (a score of 0 is given for no work evident)			
10 – Student completed all portions of Task A: ●	**8** – One portion of Task A is missing/incomplete: ●	**6** – Two portions of Task A are missing/incomplete: ●	**4** – Three or more portions of Task A are missing/incomplete: ●
Task A	**Task B**	**Task C**	**Task D**
Task E	**Task F**		

Task G – Reflection Paper (a score of 0 is given for no work evident)			
10 – Student completed all portions of each sections: ● All questions are addressed for section ● Paper thoughtfully reflects on prompt questions	**8** – One portion of is missing/incomplete: ● All questions are addressed for section ● Paper may be weak in one or two areas in examples, thoroughness, and depth of thought	**6** – Two portions are missing/incomplete: ● Not all questions are addressed for section ● Paper may be weak in two or more areas in regards to examples, thoroughness, and depth of thought	**4** – Three portions are attempted but incomplete: ● Uses single sentences, one-word responses, or leaves questions unaddressed for section ● Paper may be substantially weak in multiple areas in regards to examples, thoroughness, and depth of thought
I: Political Parties _____	**II: Voting** _____	**III: Elections** _____	**Total: _____/30_**

Part 5 – Formatting Submission (a score of 0 is given for no work evident)			
10 – Student submitted the project in an orderly manner, including: ● Submitted to Turnitin.com ● In proper order as shown on this document ● Submitted as a PDF ● Paper uses complete sentences ● Neat, and free of spelling/grammatical errors	8 – Student submitted the project; however, it was not free of one of these errors: ● Not submitted to Turnitin.com ● Is not in proper order as shown on this document ● Is not submitted as a PDF ● Paper is uses complete sentences ● Neat, and free of spelling/grammatical errors	6- Student submitted the project, however, has two or more of the following issues: ● Not submitted to Turnitin.com ● Is not in proper order as shown on this document ● Is not submitted as a PDF ● Paper is uses complete sentences ● Neat, and free of spelling/grammatical errors	4- Student submitted the project, however, has three or more of the following issues: ● Not submitted to Turnitin.com ● Is not in proper order as shown on this document ● Is not submitted as a PDF ● Paper is uses complete sentences ● Neat, and free of spelling/grammatical errors
TOTAL POINTS EARNED			_____ /**75**