

Congressional Campaign Assignment

Your assignment is to prepare a **competitive** campaign strategy for someone running in Wisconsin for a seat in the U.S. House of Representatives or U.S. Senate in November 2024.

The assignment is based on the following assumptions:

- The current member of Congress is retiring, creating an open seat (thus reducing the incumbency advantage)
- You are running in one of Wisconsin's 8 congressional districts or statewide for a seat in the Senate
- Current political conditions prevail nationwide:
 - Joe Biden is the president, with Kamala Harris (D) and Donald Trump (R) running to replace him
 - Mike Johnson (R-LA) is the Speaker of the House and Hakeem Jeffries (D-NY) is the Minority Leader
 - Chuck Schumer (D-NY) is the Senate Majority Leader and Mitch McConnell (R-KY) is the Minority Leader
- Other factors are to be based on current economic, social, and political conditions (unemployment rate, stock market performance, agriculture conditions, foreign policy, infrastructure legislation, recent court decisions, foreign policy issues, etc.)

You will produce the following elements of your campaign for submission:

- An overall strategy statement that addresses the following:
 - Candidate Information: Give your candidate a name and realistic background (resumé information like education, occupation background, prior political experience, family information and residence information)
 - District Information: Provide information about your district that will factor into your strategy (demographics, urban/rural, key industries, economics, etc.)
 - Target issues and goals (at least three), based on demographic information and political party
 - A campaign theme
 - A campaign fundraising strategy
 - A campaign marketing strategy
 - A "Key to Victory" statement: "Jane Doe will win if _____ and _____."
- A 60-second (approx.) commercial for television and/or Youtube, reflecting information from your strategy statement
- A fundraising solicitation (this could be a mailing seeking direct contributions, an invitation to a fundraising event, or other)
- A logo for yard-signs or bumper stickers
- Be prepared to answer questions about any policy issues addressed

Campaign commercials will be shared with the class.

This assignment is due on Thursday, October 24.

Campaign Assignment Score Sheet

Name/s: _____

Grading (summative)

Strategy Statement _____ / 15

- Background information is provided and realistic
- District information is included
- At least 3 target issues and goals are included and convey thoughtful consideration
- An appropriate campaign theme is included
- A campaign fundraising strategy that could actually raise funds is included
- An effective campaign marketing strategy is included
- A realistic and appropriate "Key to Victory" statement is included

Commercial _____ / 15

- Appropriate length
- Effective at conveying an effective message (either positive or negative)
- Evidence of effort

Fundraising Literature _____ / 10

- A document that could realistically be used to raise campaign funds

Effective Campaign Logo _____ / 10

Presentation to the class, including ability to answer questions _____ / 10

Total Grade _____ / 60