

Attachment A: Political Parties Project Assignment

Step One

Create an agenda for your political party in the next election. Define the role of your political party by completing the following tasks:

1. Explain how you will select your candidates: caucus, nominating conventions, petitions, or direct primaries. Be sure to describe the process.
2. Describe the methods and limits on raising funds for your political party and your candidates' campaign. Determine, based on this information, if you plan to accept public funding. If you choose not to accept public funding, state why.
3. Detail how your party will conduct its campaign.
4. Identify important issues to your party.
5. Monitor the party in power. Find out your opponents' agenda and develop a strategy to combat it.

Step Two

Find out the average cost of running a campaign. Develop a strategy for raising the money for your campaign. Send a memo from your party to your candidate, reminding him or her of the three principles of the Federal Election Campaign Act:

1. Public funding of presidential elections
2. Limitations on the amounts presidential and congressional candidates may receive from contributors
3. Public disclosure of the amount a candidate spends to get elected

Step Three

Use the media creatively to

1. influence public opinion on a key issue
2. advertise your candidate

You must use at least two of the following forms of media:

1. TV
2. Radio
3. Internet
4. Newspapers
5. Magazines

Step Four

Identify important issues to the voters by use of scientific polling.

1. Which major polls command the attention of candidates and the public today?
2. Design a poll to identify important issues for the voters.
3. Design a poll for your party to gauge public reaction to the key parts of your agenda.
4. Determine ways that individuals, interest groups, and the media influence public opinion. Find a way to alert your candidate to the problems he or she may face from these three groups.