

THE CAMPAIGN GAME – STUDENT WORKSHEET (Print)

Candidate Name:

Party:

Campaign Role:

Class / Period:

District Profile

Democrats (%)

Republicans (%)

Independents (%)

Issue Prioritization (Rank 1–10)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Voter Targeting

Base Voters:

Independent Voters:

Crossover Voters:

Social Media Strategy

Platform

Message Type

Target Audience

Campaign Speech Outline

Opening:

Key Issues:

Opponent Contrast:

Closing / Call to Action:

Campaign Ad / Commercial

Emotion Used:

Visuals / Imagery:

Target Audience:

Ethics Scenario Decision

Decision:

Justification:

Reflection

What mattered more in this campaign—policy or perception? Why?