



# STUDENT INSTRUCTIONS

## US Presidential Candidate Simulation

### AP U.S. Government

You and your team will design and run a **fictional presidential campaign**. This project requires research, collaboration, creativity, and strategic thinking.



### Team Assignment

You will be placed in one of three campaign teams:

- Conservative
- Progressive
- Moderate



### Your Responsibilities

Each student must:

- Hold a specific role on the campaign team
- Contribute to research, writing, and planning
- Participate professionally and respectfully



### What You Must Produce

✓ **Candidate Resume**

✓ **Five Policy Position Papers**

✓ **Counter-Policy Papers**

✓ **Campaign Strategy & Budget Plan**

✓ **Two Campaign Videos**

✓ **Social Media Strategy**

✓ **Debate Participation (one member per team)**