

Maggie's Civics Corner

Lesson #48 – Election Campaigns



Maggie says ...

In these difficult times, as our nation and the world pull together, it is more important than ever to understand our role as a citizen.

Today's lesson is about ELECTION CAMPAIGNS. We love playing games at the dog park! Each day, my friends and I decide who gets to choose and lead which game we play. Everyone loves to be a leader. To make things fair, we each get

one minute to tell the other dogs why we should be the leader, then we ALL vote for whose turn it will be that day. Yesterday, I told them that they should vote for me because I am friendly, and I have good ideas for games. This is called an election campaign. American politicians - like my dad, former Governor Rendell! - run campaigns before every election.

Sticky Situation: Imagine your class is having an election to pick the Class President. One of the candidates chooses not to campaign – meaning, they don't tell the class their ideas or what would make them a good Class President. The other candidate campaigns for the position – hanging posters and telling their classmates why they should vote for them. Which candidate would you vote for, and why? What do you think are the benefits of telling people your ideas before an election?

Activity: Imagine you are running for Class President. Come up with 2 or 3 reasons that you believe show why you would be a good leader for the class. Use those reasons to convince your friends and family why they should vote for you to be Class President. Good luck!

Civics Resources: Check out this video – which follows candidate Huey Long on the campaign trail – to learn a little more about campaign decisions, fundraising rules, opinion polling, etc.

[PBS Learning Media – On the Campaign Trail: Analyzing the Political Evolution of Huey Long](#)

Craft: Campaign posters – notices that usually include a picture of the candidate and a slogan, like Vote for Maggie! – are designed to catch citizens' attention and convince them to vote for that candidate. Now design your campaign poster as if you are running for President. What does it look like? Let us see it!

Ask your teacher to share it with us on social media:

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