Name:        
Date:        
School:        
Facilitator:

7.03 Campaign Strategy

**Directions:** Use the information from the lesson and the first task to write a letter to the campaign staff that summarizes your strategy and encourages hard work at each level of the campaign.

## Scenario:

You have been hired to manage the campaign of a candidate running for the U.S. Senate. It is your responsibility to develop a campaign strategy for the primaries and the general election at the local and state levels that includes a plan to secure the support of your political party and get your candidate elected. If your candidate wins the primary, he or she may even have an opportunity to speak at the National Convention. Write a letter to the campaign staff that summarizes your strategy and encourages hard work at each level of the campaign. The letter should be at least 2 paragraphs in length with a minimum of 4 sentences per paragraph. The letter should also include at least 10 of the lesson terms listed below. Underline the terms as you use them in your letter.

## Lesson Terms:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Primary Election | Closed Primary | Nominating process | Decentralized structure | Liberals |
| General Election | Local party | National Party | Caucus | Conservatives |
| National Convention | State party | constituents | Voter registration | Independents |

Type your letter in the space provided below.

|  |
| --- |
| Dear      , |
| Sincerely, |