MEETING 2: POLITICAL PARTIES AND CAMPAIGNS

Objectives of Meeting 2
❖ Teambuilding
❖ Confirm group agreement
❖ Learn the purpose of political parties
❖ Begin campaign planning by picking candidate and roles
❖ Invite Legislators to KYG Legislative Reception

Estimated Time: 3 hours

Materials Needed
1. Internet access
2. Computer(s) for videos and research (encourage delegates to bring their own if they have them)
3. Copies of handouts
4. Ping pong balls
5. Group agreement from Meeting 1
6. Soft item to throw

1. The meeting essentials
2. Elections
3. Campaigns

Activity 9: Teambuilding and Community Building (10 minutes)

Alphabet Pong
Objective: Get through the letters of a word or phrase by hitting the ping-pong ball with a ‘paddle’

Have teens get in groups of 4-6 by using one of the following ideas:
1. Fold your hands. Get into groups according to which thumb is on top.
2. Cross your arms. Get into groups according to which arm is on top.
3. Look at your fingernails; get into groups according to which way you looked at your hands.

Have delegates choose a paddle; hands, a notebook, book, etc. Give each group a ping-pong ball. Each time the ball is hit counts as a letter. No one may hit the ball twice in a row and if it touches the ground, you must start over.
   1. Spell someone’s first name.
   2. Spell someone’s first and last name.
   4. Super challenge- go through the whole alphabet!

Activity 10: Life Skills and Group Agreement Check-In (15 minutes)

Life Skills
Explain the importance of developing life skills through this civic experience. This is what 4H is all about! We are intentionally focusing this year on Teamwork, Conflict resolution, and Responsible Citizenship.

- Define Teamwork, Conflict resolution, and Responsible Citizenship. How do they look when they are practiced?
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- Describe someone you have seen with these skills.
- When have you used these skills?

Group Agreement
Display your group agreement and ask your group about it:
- Why did we build this group agreement?
- What are the benefits of having it here, and when we meet in Olympia?
- Is there anything you want to change?
- Did we include anything that will help us to intentionally focus on the life skills of Teamwork, Conflict resolution, and Responsible Citizenship?

Have everyone commit to abide by this group agreement and agree to hold others in the group accountable to do the same. Sign the Group Agreement.

Activity 11: Political Parties (45 minutes)

Watch TVW’s How Does it Work? The Role of Political Parties video (10 minutes)
http://www.teachwithtvw.org/how-does-it-work-the-role-of-political-parties/

After the video, discuss the following questions:
1. Does WA have a weak or strong party system? Why or why not?

2. What are the purposes and goals of parties in general? (see what the students come up with then suggest these below)
   - Support candidates-the candidates gain support from the political party and makes it easier for voters to figure out what the candidate believes in.
   - Influence Laws & Policy-candidates who are elected to office work to pass laws and solve problems within the current context.
     What laws are passed and how problems are solved depends on the government’s public policy- the stand the government takes about how issues should be handled. What stand does the government take? That depends on which political party has the most power. The majority party- the one with the most elected members- can most easily influence laws and policy by getting all its members to vote the same way on a bill. This is not always easy, though, because members of one political party do not necessarily agree on all the issues. However, in American politics, it is common for most lawmakers from one party to vote the same way when deciding whether to pass a law.
     Meanwhile, the minority party- the one with the least elected members works to promote the views of its supporters by offering amendments to bills. If the minority party is successful, laws are created that balance between the two parties’ viewpoints.
   - Influence voters- political parties try to influence voters in various ways. All the information a political party distribute is biased toward its own views. Remember-information from political parties should not be your only source of information about candidates and issues.
   - Unite Levels of Government-State-level party offices have the ability to bring state and local officials together to discuss party goals for the state.
   - Create balance-political parties may have very different opinions on the potential solution to a problem. Bringing parties together to create a solution that works for
everyone leads to policy changes that likely benefits a wider group of citizens because of the compromises made.

*Information taken from iCivics lesson: One Big Party?
3. What is something new you learned about the role of political parties?

Under state law (RCW 29A.04.086) a major political party is a political party of which at least one nominee for President of the United States, United States Senator, or a statewide office received at least five percent (5%) of the total votes cast in the last general election. A minor political party in Washington State is any political party or organization whose nominees for President and Vice President failed to receive at least five percent of the total votes cast at the last (2012) presidential election. Minor political parties wishing to place a Presidential candidate on the ballot are required hold state nomination conventions in May-August each Presidential year. If a political party submits all the required documentation, then the candidate appears on the ballot.

Question to ask

Why is it so hard for minor parties to get 5 percent of the total votes cast in a general election?

More information about the minor party nomination process is found on the Secretary of State website (this is from 2016 and has not yet been updated for 2020):


Washington’s Secretary of State Office recognizes the following parties:
The two major political parties:
Washington State Democratic Central Committee  www.wa-democrats.org
Washington State Republican Party  www.wsrp.org

Some of the minor political parties:
Constitution Party of Washington  https://cpofwa.org
Green Party of Washington State  https://greenpartywashington.org
Libertarian Party of Washington State  www.lpwa.org
Reform Party  www.reformparty.org
Socialist Party USA  http://www.socialistparty-usa.net/
Progressive Party of Washington  https://www.waprogressive.party

Refer to the handout Political Parties of Washington on Page 8 and ask delegates or groups of delegates to research one or more of the political parties. *(They may select one not listed on the chart).* Alternatively, you may assign different ones to different individuals or groups. Use the websites listed and find the answers to the questions listed. Have delegates fill in the information they find in the Political Parties in Washington Matrix on Page 9.

Have delegates or groups report their findings; have everyone complete their Political Parties in Washington Matrix on Page 9. Use the matrix to answer the following question:

● What are some similarities and differences between the various political parties?
Reflect

1. Washington State uses a Top 2 Primary system, rather than a party nominating system. See the last page of the Curriculum Introduction packet for a list of terms and definitions. Because of this system, do you think parties are more or less influential in choosing a candidate here in Washington? Why?

2. As a Washington State voter, you are not required to declare a party affiliation. This allows you to vote for any candidate in the Primary, regardless of their party preference. How does this affect political parties? Why should we have political parties?

3. At the national level, someone who wants to be president must first win their party’s nomination. This process starts with the Iowa Caucus where small neighborhood meetings of Democrats and Republicans are conducted to decide who they feel would be the best presidential nominee. A presidential primary serves the same purpose and New Hampshire is always the first state to hold a presidential primary. Here, party members statewide note for their favorite candidate and the winning candidate gains that state’s votes for nomination at the party’s national convention. At the national conventions, each party selects a nominee.

Source: Teaching Elections in Washington State, sos.wa.gov

Now, knowing this information, what are your thoughts on political parties?

Apply

● Do you identify with parts of more than one party’s platform? What would that mean for you when you go to vote for a candidate?
● Explain how you plan to exercise responsible citizenship when you interact with other teens at KYG if you hold different party tendencies.

Activity 19: Political Campaigns (60 minutes)

An aspect of the 4-H KYG Conference is nominating a 4-H KYG candidate for the position of 4-H Governor. Each county delegation offers a candidate and the rest of the delegation serves as the campaign team. A candidate may be chosen in a variety of ways and the process used is a local decision.

To get an overview of campaigns, Watch TVW’s How Does it Work? Political Campaigns video http://www.teachwithtvw.org/how-does-it-work-political-campaigns/

Have delegates begin thinking about who will represent the county at the conference as the candidate. For those who do want to run, have them write down why they want to run and what ideas they want to promote as the candidate. If more than one teen wants to run, have a Primary Election within your county. Once the candidate is selected, they must submit a letter of intent (see example on page 10) and photo (.jpeg file). Slack both files to Carlie Arreola, by January 31st.

A letter of intent to run for office is a simple way for the 4-H KYG committee to know who is running. This letter will be included in the voter’s pamphlet. In actual elections, candidates must “file” with the county government.
Once a candidate has been selected, the rest of the delegation must choose their roles. PLEASE REINFORCE- yes, we elect one person as the 4H Governor, but actually, we are honoring more than just that one person. The whole county team wins the election! Everyone on the team is important. This must be reminded repeatedly. It is the responsibility of the County Coordinator to ensure that each delegate has a job that fits his or her interests and strengths and to aim towards spreading the work evenly across the delegation.

Hand out Campaign Roles on pages 11-12 and review. Have delegates choose their roles. If you have enough delegates, your county may have teams assigned to each department.

Now that the team is created, it is time to work on the campaign to get your candidate elected. Work together as a team to decide each committee and person’s role and responsibilities. See how the roles interconnect.

The message is a concise statement saying why voters should pick a candidate and is one of the most important aspects of any political campaign. The habit of modern Western media outlets, of taking short excerpts from speeches, has resulted in the creation of the term “sound bite.” In a modern political campaign, the message must be carefully crafted before it is spread. Major campaigns will spend hundreds of thousands of dollars on opinion polls and focus groups in order to figure out what message is needed to reach a majority on Election Day.

Your candidate will have several opportunities to share their message prior to the use of instant run-off voting to determine the top three candidates:

- The 4-H KYG Facebook Page – once your candidate’s letter of intent has been submitted to Carlie Arreola, it will be posted for you on the KYG Facebook Page. Comments or questions may be added then.
- Letter of intent and photo included in Voter’s Pamphlet distributed at conference (see Letter of Intent on page 10, due by January 31)
- Campaign display to be used in Session A: Candidate Meet & Greet at the conference
- Campaign speeches at conference

If your candidate becomes one of the top three candidates, they will have more opportunities to share their message:

- A Q&A session (each candidate will have two minutes for an opening statement, one minute each to respond to each question, and two minutes for a closing statement)
- Candidate speeches on the final day (five-minute limit)

Use your team to create a formal strategy known as a campaign plan. You may want delegates to begin preparing campaign materials, policy papers, sample debate questions, and speeches for review at the next meeting. Use this time to design the campaign display so you can get materials prior to the next meeting.

It will be especially important to make time for your candidate to practice his/her speeches. As the campaign team, it is your job to prepare the candidate and provide constructive feedback about his/her public speaking abilities, and how he/she might make improvements. Use the Public Speaking Feedback Form on page 13 for delegates to use when their candidate is practicing speeches.
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Your strategy may include how to elicit support from counties without a candidate, especially after the first vote. The 4-H KYG Voter’s Pamphlet will include the counties in attendance and those with or without candidates.

Reflect:
- If you were supportive of a state candidate, would you participate in their campaign? Why or why not?
- What are instances where you would be supportive of a candidate that did not follow their party platform?
- What are instances where you would not be supportive of a candidate that did follow their party platform?
- With so many people against negative campaigning (examples include attack ads or fear mongering), why do you think politicians still do it?
- Are television commercials still important to a political campaign? Were they at one time?
- How is social media being used now to promote candidates’ campaigns? Does it allow more equality amongst candidates?
- Candidates may identify with a particular party but may not agree with the entire platform. How important is a party platform if the candidate differs from it on issues? How can a voter separate the candidate from the platform? Should voters do this or should they judge a candidate by their party only?

Activity 13: Business (20 minutes)
Identify, Investigate, Invite
In Activity 6 from Meeting 1, the delegates identified their State Senator and two State Representatives. Based on this, have delegates get into groups according to their legislative district and hand out Sample Email to Legislators on Page 14. You may write your own invitation or use the one provided; always include something personal, something about your group, in your email to your legislators. Each district group should send three emails, to the two Representatives and the one Senator of their district and each member of the group should include their name in each email. Remember, this invitation should be to the state legislators, not our Congressional delegation that represent us in Washington DC.

Activity 14: Closing and Compliments (15 minutes)
Closing
1. What is one thing you learned through our first two meetings, which will strengthen your teamwork skills? Your ability to be a responsible citizen?
2. How was that personally valuable? In what ways?
3. Now where can you practice getting better at either of these skills before our next meeting? Can you commit to it?
4. What have you learned about responsible citizenship from through the material presented today?
5. Now where can you practice responsible citizenship in school or your community to “Make the Best Better,” till our next meeting?
Compliments

Form a circle with one soft object to throw.

We have covered a lot of material today. It has required focus. It is your turn to compliment our team on what we accomplished today. It might include:

- Positive follow through on our Group Agreement
- Great communication- collaboration
- Respect shown for ideas-
- Good start on issue identification

Throw the ball to someone in the circle, who will complement the group on one thing and then throw the soft object to the next person.

End with a huddle and group cheer!
POLITICAL PARTIES OF WASHINGTON

Under state law (RCW 29A.04.086) a major political party is a political party of which at least one nominee for President of the United States, United States Senator, or a statewide office received at least five percent (5%) of the total votes cast in the last general election held in an even-numbered year.

Washington’s Secretary of State Office recognizes the following parties:

The two **major** political parties:
- Washington State Democratic Central Committee  [www.wa-democrats.org](http://www.wa-democrats.org)
- Washington State Republican Party  [www.wsrp.org](http://www.wsrp.org)

Some of the **minor** political parties:
- Christian Liberty Party of Washington  [www.christianlibertyparty.org](http://www.christianlibertyparty.org)
- Libertarian Party of Washington  [www.lpwa.org](http://www.lpwa.org)
- Reform Party  [www.reformparty.org](http://www.reformparty.org)

Use the websites listed above and find the answers to the questions below and fill out the Political Parties of Washington Matrix. When complete, you will share your information with the other groups and fill in the rest of your Matrix.

- What are the beliefs/values of the party?
- What year it was founded and was the party recognized in Washington?
- Why was it created? In response to what?
- What candidates in your county identify with this party and for what positions are they running?
# Political Parties in Washington Matrix

<table>
<thead>
<tr>
<th>Political Party</th>
<th>Beliefs/Values</th>
<th>Founded nationally/ Recognized in WA</th>
<th>Why? In response to what?</th>
<th>Candidates in County/ Position running for</th>
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<tr>
<td>Washington State Democratic Party</td>
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LETTER OF INTENT

Each candidate to represent the 4-H KYG Party must submit a letter of intent and photo (.jpeg file) by January 31st to Carlie Arreola via Slack. There is a 200 word limit. Any words over this limit will be deleted.

A letter of intent to run for office is a simple way for the 4-H KYG committee to know who is running. This letter will be included in the voter’s pamphlet. In actual elections, candidates must “file” with the county government. In this case, we would like a letter of intent instead. At a minimum, please include the following in your letter:

- Who you are and your grade in school
- Your county
- What projects you been involved with in 4-H
- Future plans
- Why you want to run
- What issues are important to you

EXAMPLE/SAMPLE

This is a letter of intent to inform you that I have decided to seek the 4-H KYG party nomination for the 2020 election. My name is John Smith. I live in Cedar County and I am 18 years old. I have been involved in 4-H for over 8 years, focusing on robotics and leadership projects.

I am currently a student at Cedar Valley High and plan to transfer to a four-year college to get a degree in education.

I want to represent the 4-H KYG party because I believe that our party is the future of politics, and I want to be a part of that.

Issues important to me include transportation/infrastructure, higher education, the environment, and promoting the democratic platform. I particularly passionate about education requirements.
CAMPAIGN ROLES

Campaign Manager
A campaign manager usually oversees a campaign. The campaign manager coordinates the campaign making sure that the rest of the staff and the campaign’s consultants are focused effectively on winning the election. While campaign managers are often the lead strategists in local campaigns, larger campaigns hire consultants to serve as strategists and the campaign manager focuses mostly on coordinating the campaign staff.

Field/Ground Department
The field department is the “on-the-ground” organization that is required to contact voters through canvassing, phone calls, and staging local events. In addition to voter persuasion and voter identification, field staff will often provide information for the campaign headquarters as to what is going on in the communities in which they work. Field staffers are the primary liaison between the campaign and local influential such as interest group leaders and prominent community activists. Field departments are also often primarily responsible for the local distribution of “chum” (signs, bumper stickers, buttons, and other such materials). What this means for the conference: These delegates are in charge of marketing, creating campaign signs, buttons, etc., and planning for the table display on the first night of the conference.

Communications Department
The communications department oversees both the press relations and advertising involved in promoting the campaign in the media. They are responsible for the campaign's message and image among the electorate. This department must approve press releases, advertisements, phone scripts, speeches, and other forms of communication before they are released to the public. The staffers within this office vary widely but typically include press secretaries who coordinate the campaign’s relations with the press and a rapid response director who makes sure that the campaign responds quickly to the attacks of the other campaigns. What this means for the conference: These delegates are in charge of social media sites, posting information to the other delegates, and any other actions to communicate with your potential voters.

Policy Department
Researching and developing a set of policies requires a large team to research and write each plank. Researchers also provide information to the campaign on issues and the backgrounds of candidates. This is called opposition research. Smaller campaigns often assign these tasks to the communications department. Most campaigns for legislative seats do not have a full policy department, as the central campaign office works out party platforms. Other races, such as a presidential or mayoral race, will require a wide array of policy positions to be developed in-house. For the 4-H KYG campaign, it might make sense to assign a topic area(s) to each delegate so they can prepare a policy paper and sample questions to prepare their candidate for the debates or voter questions. The delegate(s) assigned might also be the person (people) that prepared the resolution for the county. What this means for the conference: These delegates are in charge of researching and providing their candidate information on the eight topic areas. Questions to research: What issues important to the delegation and the state could be used in speeches? What other viewpoints will the candidate encounter while at the conference? The communications team to help write speeches and the letter of intent and prepare candidate for debate on Monday night will use this information.

Fundraising Department
The finance department coordinates the campaign's fundraising operation and ensures that the campaign always has the money it needs to operate efficiently. The techniques employed by this campaign vary based on the campaign’s needs and size. Small campaigns often involve casual fundraising events and phone calls from the candidate to donors asking for money. Larger campaigns will include everything from high-priced sit-down dinners to e-mail messages to donors asking for money. What this means for
MEETING 2: POLITICAL PARTIES AND CAMPAIGNS

the conference: These delegates are in charge of raising money for campaign materials by asking for donations, etc. They also decide how the money will be used to support the candidate team.

Compliance and Legal Department
The compliance and legal department makes sure that the campaign is consistent with the law and that the campaign files the appropriate forms with government authorities. This department is also responsible for all financial tracking, including bank reconciliations, loans, and backup for in-kind donations. (This role may not be needed for the conference.)

Technology Department
The technology department designs and maintains campaign technology such as websites. While small campaigns have a volunteer or two who know how to use computers, large campaigns will have armies of computer professionals spread across the state or country handling everything from websites to blogs to databases. 4-H KYG will have a blog website for delegates to use for campaign purposes. What this means for the conference: These delegates are in charge of emailing the letter of intent/candidate photo in on time. They are also in charge of posting necessary information and responding on the 4-H KYG Facebook page.

Scheduling and Advance Department
The scheduling and advance department makes sure that the candidate is effectively scheduled to maximize their impact on the voters. This department also oversees the advance people who arrive at events before the candidate to make sure everything is in order. Often, this department will be a part of the field department. The scheduling coordinator may be responsible for developing and executing events for small campaigns. The scheduling coordinator typically manages the candidate’s personal and campaign schedule, manages the field and advance team schedules, and gathers important information about all events the candidate and campaign team will attend. Candidates and others members of the campaign must bear in mind that only one person should oversee the details of scheduling. Fluid scheduling is one of the many keys to making a profound impact on voters. What this means for the conference: These delegates are in charge of following up with legislators about the Legislative Reception. They make appointments with legislators. They could also be knowledgeable about the KYG schedule and make sure your candidate is getting exposure at several events.

The above excerpts were taken from Wikipedia.org-Political Campaign Staff

*****If you plan to bring campaign posters for your candidate to the conference, please be aware that the hotel and Olympia Center’s policies do not permit anything to be attached to the walls. Therefore, you will need to be creative in displaying your campaign material. You will need to use tabletop displays or utilize floor space. Easels may be another option. Be creative!
PUBLIC SPEAKING FEEDBACK FORM
Have delegates use this form to help their candidate improve their public speaking for speeches and debates.

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<th>CONTENT</th>
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<th>NEEDS IMPROVEMENT</th>
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Dear (Senator or Representative) _________________:

We are 4-H members from ________________ County in your district who plan to be in Olympia, February 15-18, 2020, for the Washington State University Extension 4-H Know Your Government Conference entitled “Decision 2020: Use Your Voice, Cast Your Vote” Our goal is to learn more about political parties and elections.

We have spent hours preparing to participate in this civic education opportunity by learning about the election system, political parties and campaigning. Each delegation is working to get their candidate nominated to represent the KYG party in the Governor’s race.

You are invited to join us for a reception at 5:30 on Monday, February 17th in the Columbia Room of the Legislative Building. The reception will begin with the top three candidates making their final speeches to convince delegates to vote for them. We also look forward to talking with you about the session and topics you feel are important for your constituents to know.

Thank you for your continued interest in the 4-H Know Your Government Program. We look forward to visiting with you and sharing information about this 4-H program.

If your schedule permits, we would like to make an appointment to visit your office on __________. Please let us know what time is most convenient for you.

Sincerely,
(Names of conference delegates)