

## MEETING 2: POLITICAL PARTIES AND CAMPAIGNS

### Meeting 2

- ❖ Teambuilding
- ❖ Confirm group agreement
- ❖ Learn the purpose of political parties
- ❖ Begin campaign planning by picking candidate and roles
- ❖ Invite Legislators to KYG Formal Dinner

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

#### The meeting essentials

##### Elections

##### 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 name.
2. Spell 'Know Your Government'.
3. 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 **Collaboration, Positive Civil Discourse, Conflict resolution, and Responsible Citizenship**.

- Define **Collaboration, Positive Civil Discourse, Conflict resolution, and Responsible Citizenship** as a group. See Page 2 of Introduction Packet for definition suggestions. How do they look when they are practiced?
- Describe someone you have seen with these skills.
- When have you used these skills?

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### 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. What are the purposes and goals of parties in general?  
(see what the delegates 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 benefit a wider group of citizens because of the compromises made.

\*Information taken from iCivics lesson: One Big Party?

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### Questions to ask

Does WA have a weak or strong party system? Why or why not?

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

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.

### *Explore More:*

More information about the minor party nomination process is found on the Secretary of State website: [https://www.sos.wa.gov/sites/default/files/2023-05/minorparty\\_ind\\_prescandidatesguide2024.pdf?uid=64f25e8b6559c](https://www.sos.wa.gov/sites/default/files/2023-05/minorparty_ind_prescandidatesguide2024.pdf?uid=64f25e8b6559c)

### **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:

Constitution Party	<a href="http://constitutionparty.com/">http://constitutionparty.com/</a>
Green Party of Washington State	<a href="https://greenpartywashington.org">https://greenpartywashington.org</a>
Libertarian Party of Washington State	<a href="http://www.lpwa.org">www.lpwa.org</a>
Reform Party	<a href="http://www.reformparty.org">www.reformparty.org</a>
Christian Liberty Party of Washington	<a href="http://www.christianlibertyparty.org">www.christianlibertyparty.org</a>
Socialist Party USA	<a href="http://www.socialistparty-usa.net/">http://www.socialistparty-usa.net/</a>
Socialist Workers Party	<a href="https://themilitant.com/">https://themilitant.com/</a>
Alliance Party	<a href="https://www.theallianceparty.com/">https://www.theallianceparty.com/</a>
American Solidarity Party	<a href="https://www.solidarity-party.org/">https://www.solidarity-party.org/</a>
Party for Socialism and Liberation	<a href="https://pslweb.org/">https://pslweb.org/</a>

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?**

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### 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 vote 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 and at the KYG conference, you will be participating in a convention to select a candidate for the KYG party.

Source: Teaching Elections in Washington State, [sos.wa.gov](http://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 12: Initiatives and Referendums (20 minutes)**

Your ballot won't just be a list of people running for office. You may also be asked to approve new laws for the state. Some laws get on the ballot through the **initiative** process that lets citizens propose laws directly. Power to the people! If citizens gather enough voter signatures, the law goes on the ballot for voters to approve or reject.

You might also see a proposed law called a **referendum**. This law has been proposed by the state's legislature but can't actually become a law until the voters have approved it. Often, amendments to a state's constitution require a referendum. Many laws do not require voter approval. Even so, sometimes citizens can petition to have a new law put on the ballot for voters to approve or reject. This is called a popular referendum.

Source: [https://www.icivics.org/viewpdf.html?path=/sites/default/files/Got%20Ballot\\_1.pdf](https://www.icivics.org/viewpdf.html?path=/sites/default/files/Got%20Ballot_1.pdf)

Watch TVW's How Does it Work? A Citizens Guide to Democracy: Ballot Initiatives (10 minutes) <http://www.teachwithtvw.org/how-does-it-work-ballot-initiatives/>

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As of 2014, Washington voters had proposed more than 1,400 initiatives to the people; however, only 137 of those had enough signatures to make the ballot and just 74 became law.

Reflect:

Why should citizens have the right to propose initiatives?

What do you think would happen if this function was limited to elected officials?

### Activity 13: 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 at the local delegation level to get the candidate voted to the top six on the first night of the conference. A local delegation 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**), photo (.jpeg file), and link to a campaign video uploaded to YouTube. **Email all three of these items to [kainoaeb@gmail.com](mailto:kainoaeb@gmail.com) by January 31.**

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 or state government.

Once a candidate has been selected, the rest of the delegation must choose their roles. Delegates choosing roles that use their strengths will be important because after the first night of the conference, delegates will be separated into different groups and assigned one of the top six candidates to work on their campaign. The skills they learn at the local level will be important for them to apply at the conference. **Use the Election Team Worksheet (page 14) and make sure 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 to the top six. 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.

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

- The 4-H KYG Facebook Page – once your candidate's letter of intent, picture and video has been submitted to Kai Beard, 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
- Thirty second campaign speech during Session A at conference

If a candidate becomes one of the top six candidates, they will no longer be a local delegation candidate, they will be a candidate for a particular color group. They will have more opportunities to share their message and this work will be supported by groups with delegates from various local delegations:

- 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)

It will be especially important to make time for your candidate to practice their speeches. As the campaign team, it is your job to prepare the candidate and provide constructive feedback about their public speaking abilities, and how they might make improvements. Use the **Public Speaking Feedback Form on page 13** for delegates to use when their candidate is practicing speeches.

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 video** so you can start filming at the next meeting. Provide the Communications & Tech Department with the Resource sheet on page 16 so they can start planning the video.

Remind the group the next meeting will include time to work on the campaign video so they should decide what they need.

### 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?

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### Activity 14: 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 15**.

You may write your own invitation to the Formal Dinner 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.

Remind the group the next meeting will include time to work of the campaign video so they should decide what they need.

### Activity 15: 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 is 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 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 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!



## MEETING 2: POLITICAL PARTIES AND CAMPAIGNS

### 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:

Constitution Party <http://constitutionparty.com/>

Green Party of Washington State <https://greenpartywashington.org>

Libertarian Party of Washington State [www.lpwa.org](http://www.lpwa.org)

Reform Party [www.reformparty.org](http://www.reformparty.org)

Christian Liberty Party of Washington [www.christianlibertyparty.org](http://www.christianlibertyparty.org)

Socialist Party USA <http://www.socialistparty-usa.net/>

Socialist Workers Party <https://themilitant.com/>

Alliance Party <https://www.theallianceparty.com/>

American Solidarity Party <https://www.solidarity-party.org/>

Party for Socialism and Liberation <https://pslweb.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?



## MEETING 2: POLITICAL PARTIES AND CAMPAIGNS

### POLITICAL PARTIES IN WASHINGTON MATRIX

Political Party	Beliefs/Values	Founded nationally/ Recognized in WA	Why? In response to what?	Candidates in County/ Position running for
Washington State Democratic Party				
Washington State Republican Party				
Constitution Party				
Green Party of Washington State				
Libertarian Party of WA State				
Reform Party				
Christian Liberty Party of WA				
Socialist Party USA				
Socialist Workers Party				
Alliance Party				
American Solidarty Party				
Party for Socialsim and Liberalism				

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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 Kai Beard at kainoaeb@gmail.com. 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 2024 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.

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### 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. **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.**

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### 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 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!

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### PUBLIC SPEAKING FEEDBACK FORM

Have delegates use this form to help their candidate improve their public speaking for speeches and debates.

	EXCELLENT	OK	NEEDS IMPROVEMENT	COMMENTS
<b>CONTENT</b>				
Introduction				
Establishing Main Idea				
Transitions				
Sup-points				
Stories				
Examples				
Sincerity				
Humor				
Conclusion				
Organization				
<b>SPEAKING STYLE</b>				
Eye Contact				
Posture				
Gesturing				
Pacing				
Confidence				
Facial Expressions				
Volume				
Voice Inflection				
Handling of Mistakes				
Handling of Distractions				

# CAMPAIGN TEAM PLANNING SHEET

	Campaign Manager	Field Department	Communications Department	Policy Department	Fundraising Department	Tech Department	Scheduling Department
Main Skills	Organizer Strategizer Maximizer Command	Influencer Persuader Promo Power	Social-Media Specialist Image Consultant Futuristic	Researcher Debater Speech Writer *Legal	Relator Fundraiser Motivator Money-Maker	Tech Production Skills Computer-savvy Focuser	Arranger Planner Engager Initiator
Three Goals in this Campaign	1.  2.  3.	1.  2.  3.	1.  2.  3.	1.  2.  3.	1.  2.  3.	1.  2.  3.	1.  2.  3.
Partner With:							

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### SAMPLE EMAIL TO LEGISLATORS

Dear (Senator or Representative) \_\_\_\_\_:

We are 4-H members from \_\_\_\_\_ County in your district who plan to be in Olympia, February 17-19, 2024, for the Washington State University Extension **4-H Know Your Government** Conference entitled “**Decision 2024: It’s Your Choice**” 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. Delegates are working to get their candidate nominated to represent the KYG party in the Governor’s race.

You are invited to join us for a dinner at 6:00 on Sunday, February 18th at the Olympia Hotel by Red Lion at 2300 Evergreen Park Dr. The dinner will begin with the top three candidates being announced. 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)



## MEETING 2: POLITICAL PARTIES AND CAMPAIGNS

### COMMUNICATION & TECHNOLOGY COMMITTEE RESOURCE SHEET

Ideas for creating an impactful candidate video:

**Define Your Message and Goals:**

- Clearly articulate your campaign's message, values, and goals. What do you want to convey to voters? What action do you want them to take after watching the video?

**Identify Your Target Audience:**

- Determine who your video is intended for. Understanding your audience will help you tailor your message and tone to resonate with them.

**Storyboard and Script:**

- Plan the video's content by creating a storyboard. Decide on the key scenes and shots you want to include.
- Write a compelling script that conveys your message concisely. Keep it focused and engaging, and consider hiring a professional scriptwriter if needed.

**Gather Footage and Visual Assets:**

- Collect high-quality video footage, images, and graphics that support your message. This may include campaign rallies, community events, interviews, or relevant news clips.

**Select Music and Sound Effects:**

- Choose appropriate background music and sound effects that enhance the emotional impact of your video. Ensure you have the necessary rights or licenses for the music you use.

**Hire a Video Production Team:**

- If you have the budget, consider hiring a professional video production team. This includes a director, cinematographer, editor, and other necessary roles.
- If you're on a tight budget, you can still create a decent video using consumer-grade equipment and free or low-cost video editing software.

**Shoot and Edit the Video:**

- Capture your footage with attention to lighting, composition, and audio quality. Use a tripod or stabilizer to ensure steady shots.
- Edit the video to create a compelling narrative. Trim unnecessary content, add titles, and incorporate visual effects if appropriate.

**Add Captions and Transitions:**

- Include subtitles or captions to make your video more accessible and reach a wider audience.
- Use smooth transitions between scenes to maintain viewer engagement.

**Optimize for Online Platforms:**

- Ensure your video is optimized for various online platforms (YouTube, Facebook, Twitter, TikTok, etc.). This may involve creating different versions with specific aspect ratios and lengths.

**Test and Review:**

- Share the video with a select group of supporters or advisors to gather feedback. Make necessary adjustments based on their input.

**Promote and Distribute:**

- Once your video is finalized, promote it on social media channels.

**Engage with Viewers:**

- Respond to comments and engage with viewers on social media to foster discussion and build connections with potential voters.