

Tennessee Secretary of State

Civics Lesson Plans

Campaigning

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Grade Level: K-2nd grade

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For additional lesson plans, visit sos.tn.gov/civics/lessonplans.



Introduction:

This is the fifth lesson in a civics unit for students grades K-2. This lesson has students consider what qualities are important in a candidate and learn how candidates campaign.

Guiding Questions:

- What qualities should an elected leader have?
- How do leaders persuade people to vote for them?

Learning Objectives: In the course of the lesson, students will...

- Decide which qualities they think are important in an elected leader.
- Recognize how candidates campaign in elections.
- Create a campaign poster.

Curriculum Standards:

K.15 (Social Studies) Give examples that show the meaning of the following concepts: authority, fairness, justice, responsibility and rules.

K.17 (Social Studies) Re-tell stories that illustrate honesty, courage, friendship, respect, responsibility and the wise or judicious exercise of authority, and explain how the characters in the stories show these qualities.

1.29 (Social Studies) Describe the fundamental principles of American democracy, including respect for the rights, opinions and property of others, fair treatment for all, and respect for the rules by which they live.

2.29 (Social Studies) Identify the rights and responsibilities of citizens of the United States.

Materials Needed:

- Several books, texts, etc. about Lincoln and Washington (see suggestions in Extension/Resources)
- Graphic organizer/template for campaign poster (see attached)

Background:

A political campaign is an organized effort which seeks to influence the decision making process within a specific group. The message of the campaign contains the ideas that the candidate wants to share with the voters. It is to get those who agree with their ideas to support them when running for a political position. The message often consists of several talking points about policy issues. Campaigns can also be about an issue or policy rather than a candidate.

Lesson Activities:

1. Review with students the rights and responsibilities of a citizen (treat others fairly, obey laws, etc.). Explain that when a person wants to be elected he/she must convince voters that he/she is a responsible citizen and would make a good leader.
2. Brainstorm a list of qualities that are important in a leader (ex. fair, responsible, courageous, etc.).
3. Show pictures of President Washington and President Lincoln. Explain that these are two very famous former presidents that we still celebrate today. Together read about these presidents, their character traits, backgrounds, etc. You may wish to use a mix of online resources and books (see attached suggested website and book list).
4. Create a “T-chart” showing characteristic/traits of these two presidents.
5. Explain to students that when a president is running for office he/she must campaign. Campaigning is how candidates convince people to vote for him/her. Often candidates give speeches and have posters/advertisements made telling voters why he/she is the best choice.
6. Look at some of the sample campaign posters (see attached). Discuss character traits the poster is attempting to display.

7. Kindergarten: As a class, choose either Washington or Lincoln and create a “campaign poster” telling why he would be a good president (see attached template).

- 1st/2nd grade: Students will choose either Washington or Lincoln. They will create a “campaign poster” explaining why he would be good a president. Students will write a paragraph giving examples of character traits that would make him a good leader from the research done in class. Display T-chart for student to use as a reference.

Assessment:

Use “posters” as assessment tool.

Extension Options & Resources:

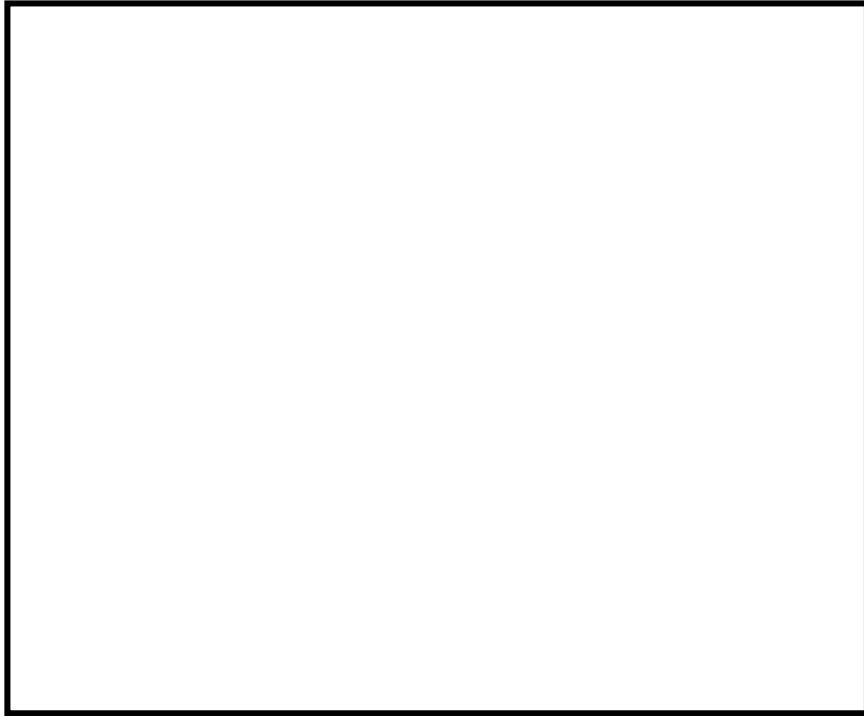
Resources: See chart below. ReadWorks also has several appropriate texts.

TITLE	AUTHOR	LEVEL	ISBN #
I am Abraham Lincoln	Brad Meltzer	Grades K-2; Lexile 460	978-0803740839
Honest Abe	Edith Kundardt	Grades K-3; Lexile 630	978-0688158385
Abe’s Honest Words: The Life of Abraham Lincoln	Doreen Rappaport	Grades 1-3; Lexile 820	978-1484749586
I am George Washington	Brad Melzer	Grades K-2; Lexile 460	978-0525428480
National Geographic Readers: George Washington	Caroline Crosson Gilpin	Grades K-3; Lexile 590	978-1426314681
A Picture Book of George Washington	David A. Adler	Grades 1-3; Lexile 750	978-0823408009

Activity: Speeches

Have 1st/2nd grade students write and deliver short campaign speeches, discussing why they would make a good president.

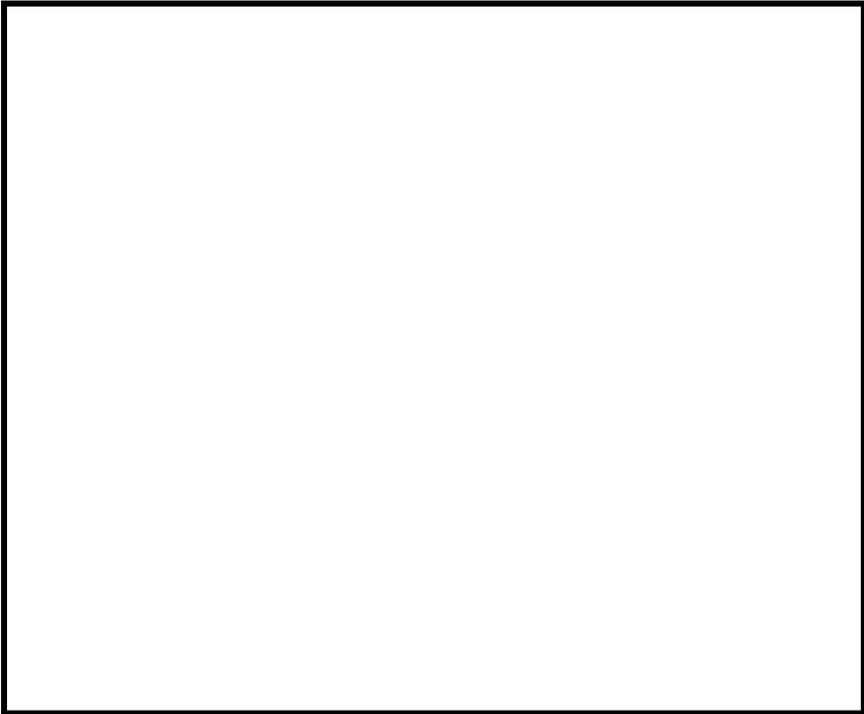
Vote for



He is _____ and



Vote for



Sample Campaign Posters

