



TRY IT AT HOME: Create-your-own VOTE Ad

Objectives

Kids will create an ad that outlines reasons to vote for their ideal political candidate. This will help them learn about how campaigning works and encourage them to think about their own ideals and beliefs and how that is reflected in policies and laws.

Principle of Humanism Supported by Lesson

- ★ *We ask questions and are open-minded, critical thinkers.*
- ★ *We help others and practice service within our communities.*
- ★ *We negotiate and seek compromise to solve conflicts.*
- ★ *We aim to be honest, responsible, compassionate, and empathetic.*
- ★ *We recognize human rights, justice, fairness, and diversity as essential elements of society.*

Materials Needed

- You can use paper and markers/other decorating materials to create a physical poster, or use a computer software such as MS Word or Google Docs to generate a virtual ad.

Differentiation for Age Groups

Primarily geared towards oldest aged campers.

Youngest (ages 8-11): discuss family beliefs and ideals and how that affects the rules present in the household

Middle (Ages 11-13): discuss with family how different candidates have different beliefs and ideals, and how that affects what laws are made

Oldest (Ages 14-17): discover personal beliefs and ideals and create an ad for an ideal political candidate that supports these

Activity Instructions

Youngest campers:

1. Have an open discussion in which all members of the household have a chance to propose and discuss ideals they want to see in the household – make a list of those that family members agree on
2. Discuss how the rules in the house support these ideals, and how current rules can be tweaked to support the ideals the family has just established

Middle campers:

1. As a family, research different candidates and what beliefs and ideas each of them have
2. Discuss what policies or laws they have made or could make that would support changes relating to these ideals

Oldest campers:

1. Talk to as many people as possible about their beliefs and why they have them – family members, neighbors, peers, community members, anyone!
2. Take a note of which issues catch your attention – do more research on them
3. Decide which issues you feel the most passionate about – make a list of changes you want to see regarding these issues
4. Come up with solutions to the issues that relate to using policies and laws to create the change you are looking for
5. Create an ad detailing an ideal political candidate that supports policy changes on the issues you chose
 - a. Use colors and other symbolism that you believe would make your ad stand out to citizens who vote
 - b. Use facts and anecdotes to back up the changes you want to see – convince people to believe in your issues
 - c. Create an original ad, but look at other political ads to develop ideas and create similarities that allow people to associate your work with a political ad
6. With parental permission, post your ad to Instagram or Facebook and tag @campquestnorth with the hashtag #CQvotes

Exploration

- Come up with issues that are important to you that are not highly talked about in your community – how can you use your voice to make people talk about the issues you believe are important?
- Create an ad that encourages people to show up to the polls and vote – how can you increase the number of people voting so that all voices get heard?

Discussion

1. Are there candidates that support both issues you agree with and issues you don't? How does this affect the decision of who people vote for?

2. What parts of a political ad jump out to you? How did you incorporate these into your ad? What are the most important parts of an ad, and how do you get people to read it?
3. How can you have a productive conversation with people whose beliefs and ideals differ from yours? Why is it important to be considerate of all peoples beliefs, even if they don't align with yours? What can you do to help influence others' opinions?

Additional Resources

Learn about previous and current political ads, and practice making your own:

<http://www.livingroomcandidate.org/admaker>

Information for adults to help your kids understand how ads work:

<https://www.apa.org/monitor/2012/04/advertising>