

# Going to the polls – Level 1

## Elections and voting

At a general election every UK citizen over the age of 18 can vote for the person they'd most like to represent them in Parliament. Going to the polls invites your class to compete for a seat in the House of Commons.

### 1. Choose a name for your party

### 2. Choose your top three issues from the list below. Which are most important to your party?

Education	
Health	
Olympics	
School meals	
Town planning	
Space travel	
Crime	
Transport	
Environment	

**3. Write a list of pros – why should people vote for your candidate?**

**4. Write a list of cons – why might people choose to vote for a different candidate? What will you say to change their minds?**

# Going to the polls – Level 2

## Elections and voting

At a general election every UK citizen over the age of 18 can vote for the person they'd most like to represent them in Parliament. Going to the polls invites your class to compete for a seat in the House of Commons.

### 1. Choose a name for your party

### 2. Choose your top three issues from the list below. Which are most important to your party?

Education	
Health	
Olympics	
School meals	
Town planning	
Space travel	
Crime	
Transport	
Environment	

**3. Write a list of pros – why should people vote for your candidate?**

**4. Write a list of cons – why might people choose to vote for a different candidate? What will you say to change their minds?**

## Plan your election campaign

Discuss the following tasks in pairs or small groups. Place the tasks in the order you think they need to happen to make your campaign a success.

- At what stage of your election campaign does each task need to be completed?
- Are any of the tasks interdependent?

Task	Running order (1–9)
Develop your key <b>campaign materials</b> , eg website, leaflet	
Recruit a <b>team of people</b> to help you	
Complete your <b>campaign activities</b> , eg canvassing, speaking at events, appearing on local radio	
Set your <b>budget</b> and decide how you are going to finance your campaign, eg public fundraising, private sources of income	
Develop your <b>key campaign messages</b> for use in your publicity material	
Put together a <b>strategy</b> which includes a clear timeline for your election campaign	
Conduct some <b>research</b> to establish: <ul style="list-style-type: none"> <li>• who your opposition is and what their key policies are (or are likely to be)</li> <li>• the voter profile in your local area – who your potential voters are and how you might engage with them</li> <li>• which issues local voters are most likely to respond to</li> </ul>	
Write your <b>manifesto</b> , outlining the policies which you are planning to centre your campaign around	
Research and plan your <b>campaign and publicity activities</b>	

Now think about the **people** who will help make your campaign happen. Make a list of the individuals or roles you would like to include in your campaign team (assume that money is no object!).

- Your list might include a campaign manager, political researcher, volunteers and political activists, for example.
- Consider each role in turn. If your budget is tight, which roles could you take on yourself or allocate to volunteers? Don't forget that family members and friends could also be a valuable source of support.

# Going to the polls – Level 3

## Elections and voting

At a general election every UK citizen over the age of 18 can vote for the person they'd most like to represent them in Parliament. Going to the polls invites your class to compete for a seat in the House of Commons.

### 1. Choose a name for your party

### 2. Choose your top three issues from the list below. Which are most important to your party?

Education	
Health	
Olympics	
School meals	
Town planning	
Space travel	
Crime	
Transport	
Environment	

**3. Write a list of pros – why should people vote for your candidate?**

**4. Write a list of cons – why might people choose to vote for a different candidate? What will you say to change their minds?**

## Plan your election campaign

Discuss the following tasks in pairs or small groups. Place the tasks in the order you think they need to happen to make your campaign a success.

- At what stage of your election campaign does each task need to be completed?
- Are any of the tasks interdependent?

Task	Running order (1–9)
Develop your key <b>campaign materials</b> , eg website, leaflet	
Recruit a <b>team of people</b> to help you	
Complete your <b>campaign activities</b> , eg canvassing, speaking at events, appearing on local radio	
Set your <b>budget</b> and decide how you are going to finance your campaign, eg public fundraising, private sources of income	
Develop your <b>key campaign messages</b> for use in your publicity material	
Put together a <b>strategy</b> which includes a clear timeline for your election campaign	
Conduct some <b>research</b> to establish: <ul style="list-style-type: none"> <li>• who your opposition is and what their key policies are (or are likely to be)</li> <li>• the voter profile in your local area – who your potential voters are and how you might engage with them</li> <li>• which issues local voters are most likely to respond to</li> </ul>	
Write your <b>manifesto</b> , outlining the policies which you are planning to centre your campaign around	
Research and plan your <b>campaign and publicity activities</b>	

Now think about the **people** who will help make your campaign happen. Make a list of the individuals or roles you would like to include in your campaign team (assume that money is no object!).

- Your list might include a campaign manager, political researcher, volunteers and political activists, for example.
- Consider each role in turn. If your budget is tight, which roles could you take on yourself or allocate to volunteers? Don't forget that family members and friends could also be a valuable source of support.

## Write your manifesto

Before an election, each candidate puts together a set of ideas and policies called a **manifesto**, which they hope will win them votes.

Pick **one issue** from the list on page 1. Write **three policies** relating to that issue in the table below, to include in your manifesto.

<b>Issue 1</b>	<b><i>eg Environment</i></b>
Policy 1	<i>eg Extend local bus routes to reduce number of people travelling into town and work by private car</i>
Policy 2	
Policy 3	

Select a different issue from the list on page 1 and write three new policies in the table below.

<b>Issue 2</b>	
Policy 1	
Policy 2	
Policy 3	

Decide which **campaign activities** you will undertake to help publicise the ideas and policies in your manifesto.

Use the table to consider which activities:

- are most likely to reach local voters – and will make the most impact
- are most in keeping with the policies outlined in your manifesto
- are achievable and cost-effective.

Campaign activity or medium	Include as part of campaign strategy? (Yes/No)	Your notes
Website		
Door-to-door canvassing		
Face-to-face contact with voting public, eg attending local events and party meetings		
New media, eg social networking sites		
Local television and radio ads (and appearances)		
Door drops/leafleting		
Campaign posters		

Write a summary of your manifesto for the homepage of your website or the front page of your campaign leaflet. Outline who you are and why you're standing for election in no more than 250 words. And include three key issues or policies that you'll promote if you're elected.