

# Task Sheet

## Delivery

You are going to deliver a lively, creative and persuasive campaign to elect a new MP for a constituency. You will design a logo and brand for the party your candidate belongs to and design eye-catching and thought-provoking publicity material to help deliver your messages. Each person in the group will have a specific responsibility but you will work together to create a cohesive and exciting campaign.

## Content

The style and design of your campaign and the promises that your candidate and party wish to make are your decision. Your campaign must explain your core aims (i.e. the things you will try to do if you are elected) and how you will achieve those aims. Importantly, your campaign must target people who may be thinking of not voting. You must think about the reasons that people give for not voting and try to provide arguments that will convince those people. Think about the work you have done on this already and use this to help you.

## Methodology

Use the planning sheets to help guide your planning. You should start with group discussion. You should then start to record ideas from discussions on the planning sheets. When you are ready, start putting your campaign together using your notes from the planning sheets. You should aim for a creative approach to ensure your campaign is unique and persuasive.

## Final structure of your campaign

The final campaign which you will present to the class will consist of:

- 1** Your brand: your publicity material including party logo, slogan, poster and anything else you think will get across your key messages.
- 2** Your campaign speech: a 2-3 minute speech delivered by your candidate which:
  - captures your ideals and aims
  - lays out your key promises
  - takes into account the reasons people may have for not voting and tries to persuade them that they should vote for you.



### The things we promise to do if you vote for us are...

List the five key things you promise to do and how you might achieve the. *E.g. we promise to invest more money in lowering UK carbon emissions. We will do this by taxing cars which emit lots of carbon.* You should aim to include both national and local issues as your candidate must show that they are going to work to improve the constituency area.

#### 4. Party name

**Ideas for our party name**  
*These should reflect your messages from steps 2 and 3*

Final name .....

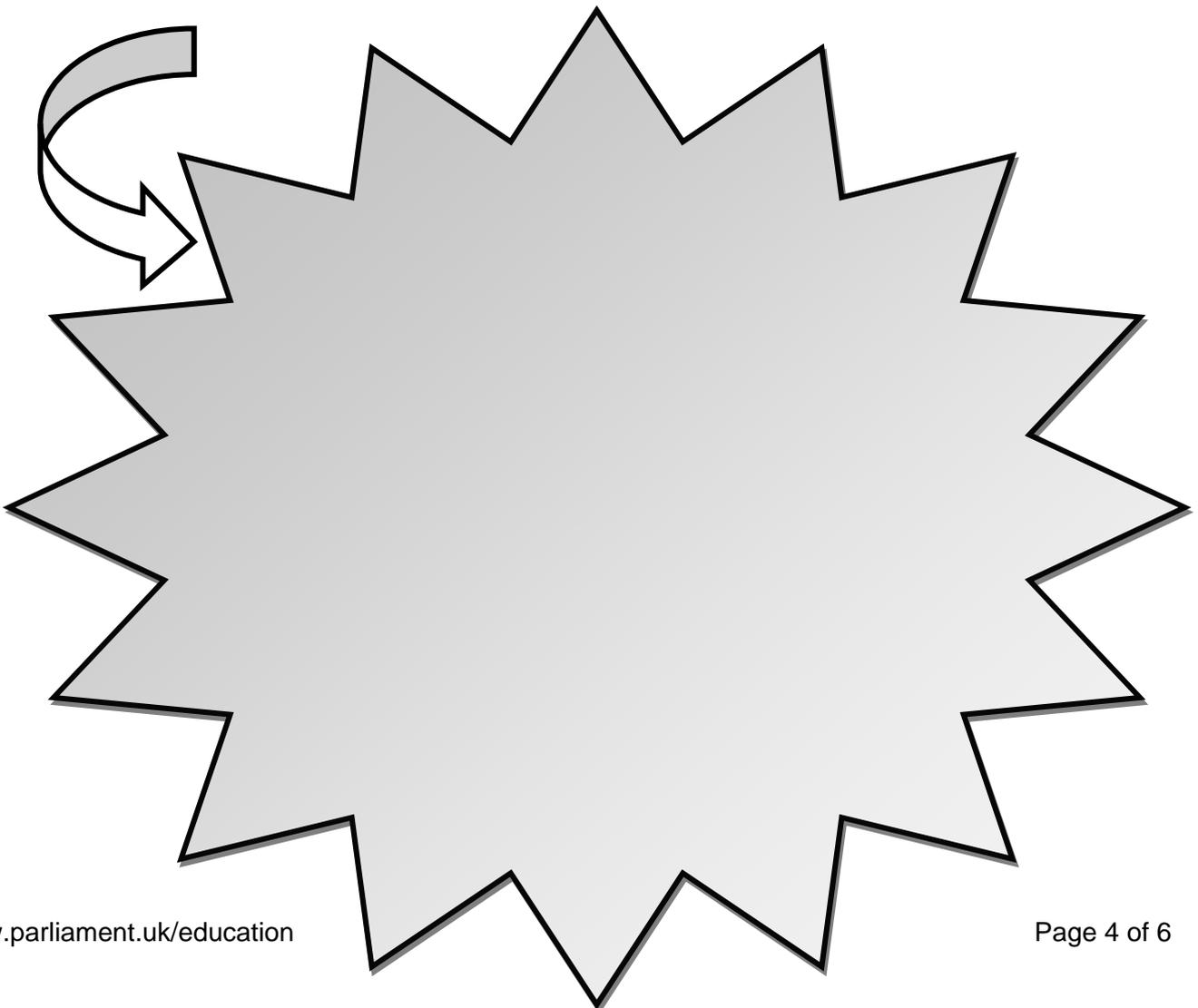
## 5. Slogan

Our punchy, one-line slogan is...

Add your slogan. This should be a punchy one line sentence to use on banners and posters which summarises what you stand for. *E.g. For the 'Everyone's Environment' party, the slogan might be "Everyone's Environment Party: caring about every part of the environment for everyone".*

## 6. Logo

Design your logo here



## 7. Planning your campaign speech

### **The core aims of our party are...**

Bullet-point the top level things that your party stands for. *E.g. equal access to education, a clean and safe environment for everyone, affordable housing, cheap public transport, etc.*

### **Our promises if you vote for us are...**

List the things you will aim to do. This should be a summary of your national and local promises. Remember to include how you will try to achieve those aims.

## 8. Create your final campaign

### This must include:

- Your campaign poster which should include your logo and slogan
- Your 2-3 minute campaign speech. You should all help to write the speech. The speech writer will make the final draft and your candidate must rehearse it ready for the final presentation.

### This could include:

- A campaign banner for display on buildings and large signs.
- A campaign leaflet. This would detail your plans and could provide some more information about your candidate.
- A TV commercial, radio commercial or podcast as additional publicity material for your candidate.
- Any additional elements which you think will lend weight to your campaign.