



Delaware

HISTORICAL SOCIETY

CIVICS AND GOVERNMENT ACTIVITY

CREATING A CONGRESSIONAL CANDIDATE

Approximately 2 class sessions

INSTRUCTIONS :

Imagine that your job is to create a website for a candidate for Congress. Your candidate may be an incumbent or a challenger, Democrat or Republican, in a safe or marginal district. Whatever the case, the candidate will be presenting themselves to the public by way of the internet. You may use a site like Wix.com, a social media page such as Instagram, or create a slide deck presentation detailing what would make up the campaign website.

Find background data on your congressional district, including geography, demographics, economic information, and recent election results. Most of this information can be obtained from "My Congressional District" at the US Census Bureau: [census.gov/mycd/](https://www.census.gov/mycd/).

With that background information in mind, give your candidate a set of beliefs, a set of issue positions, and a personal history and personality that will help them win the election. Take a look at other campaign websites for inspiration.

Each website must include certain elements, starting with a home page and subpages (if you use Instagram or another social media platform these elements will be presented as different posts) with the following information:

- A biography of your fictional candidate (approximately 100 words).
- A picture of the candidate, possibly with their family.
- A picture or two representing their state.
- At least five issue positions stated in short paragraphs (approximately 100 words per paragraph). Statements must explain issue backgrounds and proposed policy fixes.
- A summary of the district/state's demographic information.
- A 30-second campaign video showing the candidate's goals for their district. You may act as the candidate or do a commercial without the candidate on camera.
- A page or post encouraging donations.