

## HOW TO CAMPAIGN - ANDREW JUAN

Number of Students: ~30

Time: 50 mins

Goals:

- Identifying personal goals
- Creating a personal brand
- Building comfort in talking and advertising self
- Gain understanding around campaigning strategies

SLIDESHOW:  How to Campaign // Lesson Slides

PLAN:

<b><u>Introduction</u></b>	(2 minutes)
<b><u>What You'll Learn Today</u></b>	(2 minutes)
<b><u>A Couple of Notes</u></b>	(2 minutes)
<b><u>Step 1: Choose to Run for Office</u></b>	(4 minutes)
- <i>What Can You Run For?</i>	(3 minutes)
- <b>Now You Try</b>	(1 minute)
<b><u>Step 2: Define Who You Are</u></b>	(10 minutes)
- <i>Ask Yourself Some Questions...</i>	(2 minutes)
- <i>Biden Case Study</i>	(3 minutes)
- <b>Now You Try</b>	(5 minutes)
<b><u>Step 3: Plan Your Strategy</u></b>	(10 minutes)
- <i>Strategic Design: Your Brand</i>	(2 minute)
- <i>Logos</i>	(2 minutes)
- <i>Taglines</i>	(2 minutes)
- <b>Now You Try</b>	(4 minutes)
<b><u>Step 4: Talk About Yourself</u></b>	(10 minutes)
- <i>The Elevator Pitch</i>	(3 minutes)
- <b>Now You Try</b>	(7 minutes)
<b><u>Step 5: Spread the Word</u></b>	(4 minutes)
- <i>Advertise Yourself</i>	(2 minutes)
- <i>Social Media</i>	(2 minutes)
<b><u>Step 6: Learn From the Results</u></b>	(4 minutes)
- <i>Whether You Won or Lost...</i>	(2 minutes)
<b><u>Thank You</u></b>	(2 minutes)