



Financing Campaigns: Lesson Plan

Topic	
<p>The term “campaign finance” refers to the process of raising and spending money to advocate for a political candidate, party, or policy. In campaigns, money is key for funding outreach to prospective voters. This means that fundraising is directly related to the power a candidate has to get their message out and ultimately get where they want to go.</p>	
Possible subjects/classes	Time needed
<ul style="list-style-type: none">• History• Government• Social Studies	30-45 minutes
Video link:	
https://academy4sc.org/topic/financing-campaigns-its-all-about-the-benjamins/	
Objective: <i>What will students know/be able to do at the end of class?</i>	
<p>Students will be able to...</p> <ul style="list-style-type: none">• Define campaign finance.• List examples of who can donate to political campaigns.• Articulate why money is important in the political process.	
Key Concepts & Vocabulary	
Campaigns, federal and state governments, political parties	
Materials Needed	
Internet access, Worksheet	
Before you watch	
<p>Poll the class: Quickly poll students (either by hand-raising or secret ballot) on the following questions:</p> <ol style="list-style-type: none">1. Should there be a limit on how much money a political campaign can raise and spend?	



2. Should there be restrictions on how political campaigns get their money?
3. Should the government subsidize political campaigns by offering sources of public funding?

While you watch

Complete the *While You Watch* section of the Worksheet.

After you watch/discussion questions

1. Should there be a limit on how much political candidates can raise and spend? (Have students' answers changed?)
2. What are the benefits of a publicly funded campaign finance system as opposed to relying on private donations?
3. How do you think contribution limits should be decided?

Activity Ideas

- **Research:** Direct students to complete the research and reflection sections of the Worksheet using <http://www.explorecampaignfinance.com/>.
- **Campaign Finance Simulation:** Assign students to play different voter and candidate roles and have the candidates build a campaign to convince voters to vote for them using the [Connecticut Network's campaign finance game guide](#).

Sources/places to learn more

1. Mutch, Robert E. *Campaign Finance: What Everyone Needs to Know*. Oxford University Press, 2016.
2. "Introduction to campaign finance and elections." *Federal Election Commission*, <https://www.fec.gov/introduction-campaign-finance/>.
3. Center for Responsive Politics. "The Top 10 Things Every Voter Should Know About Money-in-Politics." *OpenSecrets.org*, <https://www.opensecrets.org/resources/dollarocracy/>.