



## 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"><li>• History</li><li>• Government</li><li>• Social Studies</li></ul>	30-45 minutes
Video link:	
<a href="https://academy4sc.org/topic/financing-campaigns-its-all-about-the-benjamins/">https://academy4sc.org/topic/financing-campaigns-its-all-about-the-benjamins/</a>	
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"><li>• Define campaign finance.</li><li>• List examples of who can donate to political campaigns.</li><li>• Articulate why money is important in the political process.</li></ul>	
Key Concepts & Vocabulary	
Campaigns, federal and state governments, political parties	
Materials Needed	
Internet access, Worksheet	
Before you watch	
<p><b>Poll the class:</b> Quickly poll students (either by hand-raising or secret ballot) on the following questions:</p> <ol style="list-style-type: none"><li>1. Should there be a limit on how much money a political campaign can raise and spend?</li></ol>	



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/>.