**Municipal Election-Campaign Brochure**

In the past week, you have researched the mayoral, councilor and school trustee candidates who are running in the upcoming election.

Your task it to complete an engaging and informative brochure on your choice of **ONE** candidate running in the election (choose either a mayoral, councilor or school trustee candidate).

Your brochure must include:

* The candidate’s full name
* An image of the candidate (a citation will be needed)
* What position the candidate is running for
* Personal background of the candidate (Examples: where they were born or raised, educational background or previous political experience)
* The platform of the candidate
* The policies of the candidate
* Links to the candidate’s social media

Your brochure should not only consist of text. Select a variety of images that are appropriate for the **purpose** and **audience** of your brochure. All images must be cited.

Campaign Brochure Rubric

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| --- | --- | --- | --- | --- |
| Category | 4 | 3 | 2 | 1 |
| Content-Have you presented both the policies and the platform of your candidate?  -Have you considered your audience and purpose? | -A thorough and complete summary of the candidate’s platform and policies are presented.  -The brochure clearly speaks to the voter and is persuasive. | -Some points in the candidate’s platform or policy are missing.  -The brochure is somewhat persuasive to the voter. | -Major points of the candidate’s platform or policy are missing.  -The brochure slightly persuades the voter. | Major points of the candidate’s platform or policies are missing.  -The audience of the brochure is not considered.  -The brochure is not persuasive to the voter. |
| Organization- Is your brochure organized into sections that are appropriate for the audience and purpose? | Information in the brochure is clearly organized into appropriate sections according to the content presented. | Information in the brochure is clearly organized into sections however details may lack clarity or are repeated in the brochure. | Information in the brochure is organized into sections however these headings may be inappropriate or may be too general. | The brochure does not contain headings or sections |
| Presentation-Have you put in your best effort as shown through the neatness, mechanics, and visual appeal of your brochure? | A strong effort is clearly evident with a visually appealing product that is neatly completed with no grammatical or spelling errors. | Effort is clearly shown on the brochure. There are a few mechanical errors in the writing. | More effort can be demonstrated in the brochure. Many grammatical errors detract from the organization and flow of the writing. | -There are many spelling or grammatical errors  -There are sections of the brochure missing  -It is evident that little effort has been put forth. |