



*Campaign
School*

**Syllabus
Generation Joshua**

INTRO TO CAMPAIGN SCHOOL

Welcome to Generation Joshua's Campaign School! As you may know the Vision of Generation Joshua is to assist parents to raise up the next generation of Christian leaders and citizens, equipped to positively influence the political processes of today and tomorrow. A portion of our endeavor to so equip these students includes providing education on civics, government, freedom, and their relationship with religion.

However, to be fully involved in the political process, students need not only the intellectual knowledge and the ability to think critically, but also practical knowledge and experience of how a campaign is run and an election influenced. This course is uniquely designed to give students that knowledge and a small taste of the experience.

We recommend that parents look for some practical way for their students to get involved after taking this course. Some suggestions are GenJ iGovern leadership camps and Student Action Teams or call your local political party office and ask if your student could volunteer there for a short time.

COURSE COMPONENTS

The Campaign School course is divided into 14 lessons, focused on different aspects of the running a successful campaign. Each lesson contains some reading on the week's topic, and at least one assignment. As the student goes through the course, they will experience most of the major steps in putting together their own campaign. This is designed to be as much or as little work as the student wants to put into it, most of them can be half hour assignments but if the student really cares about the topic, they could easily spend a full day on some assignments, as an actual candidate would.

QUIZZES

At checkpoints throughout the course, there will be a few quizzes to be taken on the website. The quizzes will be 10 to 20 questions, multiple-choice, and will test both knowledge of the material learned as well as what was learned from the hands-on activities. Our online system will grade the quizzes immediately upon submission to give the students instant feedback. No instructor involvement is required.

SOFTWARE REQUIREMENTS

Any computer with a web browser and connection to the internet is adequate to access the online courses.

GRADING

Recommended grading scale for the course:

90–100 points: A (Superior grasp of the material)

80–89 points: B (Good understanding of the material)

70–79 points: C (Average/Passing)

60–69 points: D (Unsatisfactory/Consider retaking the course)

59 or below: F (Retake the course)

Recommended assignment of 4% of grade per each of the 18 assignments and each of the 7 quizzes.

TIME COMMITMENT

Please note: these are estimates only and time may vary by the amount of material in a particular lesson as well as by the reading and comprehension level of the student.

Read assigned lesson: 1 hour.

Weekly Assignments: 1-2 hours on average.

Study and Quizzes: 1 hour

Weekly Total: about 4 hours.

SUGGESTED CREDITING

As the homeschool teacher, credit assigned for this course is ultimately at the discretion of the parents. This class is designed to take roughly 60 hours to complete, which would translate to half of a high school credit.

Due to the nature of this particular course, it could easily be made to take anywhere from 30 to 120 hours (one quarter to one full credit) dependent on the student's interests; crediting should be adjusted accordingly.

We would recommend assigning any credit to American Government and/or Civics.

COMPLETION CERTIFICATES

Certificates are available for each course. If you wish to receive one, please email generationjoshua@hslida.org to request a certificate after completing this course. Course completion certificates only require quiz completion and can be received without writing the essays. Students must have an overall quiz grade of 70% or higher to receive a certificate.

WEEK 1 Why Campaigns Matter

Read Lesson 1
Reasons for Running
Platform

WEEK 2 Planning for Victory

Read Lesson 2
Stump Speech

WEEK 3 Staffing and Targeting

Read Lesson 3
Budgeting

WEEK 4 Advertisement

Read Lesson 4
Yard sign

WEEK 5 Public Face

Read Lesson 5
Donor Pitch
PRESS RELEASE – general scandal

WEEK 6 Media Strategy

Read Lesson 6
Video Advertisement

WEEK 7 Volunteers

Read Lesson 7
Campaign Literature

WEEK 8 Political Speeches

Read Lesson 8
Full Length Speech

WEEK 9 Earned and Paid Media

Read Lesson 9
PRESS RELEASE – False attack

WEEK 10 More Advertising

Read Lesson 10
Social media post

WEEK 11 Door to Door

Read Lesson 11
Fundraising Event
PRESS RELEASE - Event

WEEK 12 Debating

Read Lesson 12
Debate or Press Conference

WEEK 13 Communications

Read Lesson 13
FEC report
PRESS RELEASE – true attack

WEEK 14 Election Day

Read Lesson 14
Concession and Victory Speeches