

Animal Campaign

OBJECTIVE

Children will work cooperatively (with siblings or parents if possible) to learn more about an animal's special talents, practice persuasive reasoning, and promote their animal "candidate" for an imaginary presidency.

MATERIALS

- Campaign checklist worksheet
- Markers, colored pencils, crayons
- Poster board, printer paper, construction paper if desired
- Tape

ACTIVITY

If you are looking to promote teamwork, have everyone at home work together on one campaign. If you would like some friendly opposition, feel free to split up into groups.

1. Set the stage of the activity with a short introduction: Animal Humane Society is having an imaginary election to fill some new roles at AHS (feel free to modify to your home's location if desired). Each group will be campaigning for a species of animal at AHS, with the goal of getting them elected. They will be designing campaign posters and brochures for their "candidate" showcasing their unique talents and qualifications, and will participate in a short debate (or presentation if there is only one team).
2. Let your kids or small groups choose from the following animals without repeating: cat, dog, rabbit, or rat.
3. Share the "Animal Campaign Checklist" handout. Kids should spend the first 15-20 minutes on their checklists. This will help them brainstorm ideas and give focus to their campaign. Then allow at least 30 minutes to an hour to design and create their campaign materials. Use poster board to create a poster or printer paper to make a brochure. Parents can help where needed.
4. There are campaign material examples at the end of this lesson for ideas and inspiration.
5. After everyone has finished their project, you can either have a group debate or a presentation. If participating in a debate: parents can ask the questions and each group will have one minute to prepare their response and choose a spokesperson, and one minute to present their response. Parents can take notes and act as judges or moderators. If you want to get grandparents, other family, or friends involved as judges or spectators, you can use FaceTime, Zoom, Skype or another sharing service. Use the following questions or create your own.
 - What will you do to make AHS (or your home) even more fun for animals and people?
 - What does your perfect day look like?
 - What do you think is the most important part of being a pet?

6. Once the debate has concluded, judges can confer with each other and assign each group one of the following titles based on their presentations and materials:
 - Senator of Snuggles
 - Treasurer of Treats
 - President of Chin Scratches
 - Ambassador of Tricks
 - ...make your own!
7. If you have younger kids or those who prefer not to participate in a debate: you can keep it less formal and by having them present their posters or brochures. You can ask them a few of the questions listed above as prompts to get their presentation started.

Sample poster



Sample brochure



Animal Campaign Plan

Animal candidate (circle one): CAT DOG RABBIT RAT

Campaign slogan

A **slogan** is a distinctive cry, phrase, or motto of any party, group, manufacturer, or person; catchword or catch phrase.

Party platform

A **party platform** is a list of the values and actions which are supported by the candidate, in order to appeal to the general public, for the purpose of getting the general public's support and votes about topics or issues.

1.

2.

3.

Candidate strengths

1.

2.

3.

Create one of the following:

Informational brochure

Informational poster