

From Citizen to Candidate

How a decision to seek office becomes a campaign plan.

12.G3d "Citizens have the right to represent their locality, state, or country as elected officials. Candidates develop a campaign, when they decide to seek public office."

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline each action Jordan takes to develop a campaign. Circle each detail that connects the campaign to lawful, accurate representation of voters.

Building a Campaign to Serve

- ① Citizens who meet an office's qualifications may seek election to represent a locality, a state, or the nation. Eligibility and ballot-access rules differ by office. A potential candidate should check duties, age and residency requirements, filing procedures, and deadlines. Seeking office does not guarantee winning. A campaign is an organized effort to persuade voters to choose a candidate. Preparing to campaign includes learning what the office can actually do.
- ② Imagine Jordan Lee seeking election to a local school district's board. Jordan studies meeting agendas, budget records, and district policies, then listens to families, students, educators, and staff. This research helps Jordan identify priorities within the board's authority, such as budget oversight and policy decisions. The campaign seeks to reach eligible voters in the school district, not everyone in the surrounding county. Jordan explains positions and reasons without promising powers the board does not have.
- ③ Jordan's campaign plan includes filing steps, a calendar, volunteer assignments, a budget, and outreach through conversations, public events, a website, or mail. The team checks the laws governing this particular election, including applicable contribution and disclosure rules. Requirements for school board elections should not be assumed identical to those for every other office. Volunteers should give accurate information and avoid unsupported claims. Listening to concerns can improve outreach and proposals. If elected, Jordan would help govern for the district as a whole, including people who supported other candidates.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 What right does the passage say citizens have, and what does that right not guarantee?

2 Name two sources Jordan uses and explain how this research helps the campaign.

3 Why should Jordan avoid promising powers that the school board does not have?

4 Identify two parts of Jordan's campaign plan and one legal or ethical responsibility for campaign workers.

3 YOUR TURN _____ Your own words

In four sentences, outline a fictional campaign: name an office and whom it represents, two priorities within its authority, two outreach methods, and one legal requirement the team should check.

PART 1 • READ AND MARK

Underline each action Jordan takes to develop a campaign. Circle each detail that connects the campaign to lawful, accurate representation of voters. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	What right does the passage say citizens have, and what does that right not guarantee?	Citizens who meet an office's qualifications may seek elected office. Seeking office does not guarantee winning.
2	Name two sources Jordan uses and explain how this research helps the campaign.	Any two: meeting agendas, budget records, district policies, or conversations with families, students, educators, and staff. These help Jordan choose priorities within the board's authority.
3	Why should Jordan avoid promising powers that the school board does not have?	A campaign message should state a position and reasons clearly while remaining accurate about what the office can actually do.
4	Identify two parts of Jordan's campaign plan and one legal or ethical responsibility for campaign workers.	Answers may name a filing step, calendar, volunteer responsibilities, budget, or communication methods. Workers must follow applicable election laws, give accurate information, and avoid unsupported claims.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Maya seeks a seat on a fictional city council to represent Ward 3. Her priorities are safer city crosswalks and clearer reporting on city street-repair spending. The campaign will hold listening sessions and publish evidence-based issue summaries online. The team will check filing deadlines and applicable campaign-finance rules before raising funds.

Accept equivalent evidence-based answers to the passage questions. For the open response, accept any plausible office and campaign plan that matches the office's authority, identifies representation and outreach, and includes lawful, accurate conduct.