

U.S. Government
Design and Promote a Minor Party

For this task, you and fellow students of your choice will design a minor party. The first thing to determine is what your party's purpose will be. Will you offer an alternative to the two dominant political parties, promote a single issue, attempt to change economic systems, or break off from a major party, retaining some of its principals while eliminating others? Discuss these questions and then begin by filling out the items below:

Platform (Purpose of the Party): *(What is your specific agenda? What issue(s) will you present to the public when you run a candidate for office?)*

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Type of Party (from notes or textbook): *(Look over your platform. Into which of the categories does your party best fit?)*

Party Constituency: *(What demographic or ideological groups will be attracted to your party? Who will you work to attract?)*

Name of Party: *(This should reflect your platform)* _____

Party Symbol: *(An animal that best reflects your party's message)*

Now that you've designed your party, create an advertisement that you will use to attract your identified constituency to your party. Use you party name, symbol, and create a slogan that is catchy and summarizes your message.