



## The Campaign Trail

When a person wants to be elected as a government official, he or she must run a political campaign. A campaign is an organized effort to get people to vote for a particular candidate. Before campaigning, a candidate must have a platform. A platform is a written statement describing what the candidate thinks about different political issues and what he or she plans to do if elected. Next, the candidate asks the people in his or her party to donate money to help pay for the campaign. This is called fund-raising. A political campaign can be very expensive, especially a presidential campaign. The candidate has to pay people to help with the campaign. A candidate also must advertise and travel across the state or country to get his or her name and message out to people so that they will want to vote for him or her.

Many people may want to run for the same job, so there is an election in the spring called a primary election to choose one candidate from each political party to run for each office in the general election in the fall. For presidential candidates, there is a national convention for each political party. At the convention, people from each state, called delegates, vote to choose which candidate will run in the general election. The candidates who are chosen continue their campaigns by meeting and talking to more people around the country, making speeches about their platforms, and having debates with the other candidates.

Match the following words with the correct definitions.

1. An organized effort to get people to vote for a particular candidate.
2. A written statement describing what the candidate thinks about political issues and what he or she plans to do in office.
3. Asking people to donate money to pay for a political campaign.
4. A type of election to choose one candidate from each party to run in the general election.
5. People from each state who vote for a presidential candidate at their party's national convention.
6. A person running in an election.

- a. primary
- b. candidate
- c. campaign
- d. delegates
- e. platform
- f. fund-raising

