

# Win the White House: 2020

a game guide for teachers

In *Win the White House*, your students take on the role of presidential candidate from the primary season all the way through to the general election. The player strategically manages time and resources to gain control of as many electoral votes as possible over a ten-week campaign. This can only be done by effectively communicating his or her position on issues, and mastering media and public appearances.

## Learning Objectives

- Explain the electoral process (primary and general elections, Electoral College)
- Identify the influence of the media in forming public opinion
- Analyze how parts of a whole interact to produce outcomes in complex systems

## Prerequisites

None—students will learn the material just by learning to play the game successfully. That said, students will get more out of the game if they already have some background knowledge of the electoral process. We suggest teaching the iCivics lesson *Electoral Process* the day before your class plays the game. You can find this, and all of our lesson plans, at [www.iCivics.org/teachers](http://www.iCivics.org/teachers).



— CAMINO A —  
LA CASA BLANCA

New ELL supports,  
campaign issues, and  
more!

# HOW TO PLAY THE GAME

Here's what happens when you start playing *Win the White House*.

## 1. Choose a grade level and create your candidate.

Select your grade level for a game experience made just for you! Then, create your candidate by picking an avatar, home state, political party, and campaign slogan.

## 2. Choose the issues that matter to you.

Battle it out with other presidential hopefuls in a primary debate by choosing the best arguments for the issues you care about. These will act as the foundation for your national campaign.

## 3. Win the primaries.

The primary season doubles as the tutorial in *Win the White House*. You gain campaigning skills by spending time and resources in two early competition states, Iowa and New Hampshire.

## 4. Win the election!

As the party candidate, you must work to gain and keep momentum through targeted media campaigns and personal appearances. Running for office isn't cheap, so you'll need to find funding in friendly states. Your ability to poll will also keep you in the know and help guide you to a presidential victory!



**TIP:** You can mute the game at any time using the settings menu.

**TIP:** If you get lost, or need to take a peek at the issues, visit the help section.

## CANDIDATE CREATOR

Before your campaign begins, you will need to customize your candidate.

**Game/Grade Level** Select the level of game you would like to play. (Check out the issue guide in this document for more details.)

- *Elementary School* covers the core issues.
- *Middle School* includes the debate over gun rights vs. gun control.
- *High School+* includes the debate over abortion and the rights of the LGBTQ+ community.

**Your Candidate Profile** The Candidate Creator walks you through the process of creating your candidate. This profile page will develop as you progress. Updating:



Candidate avatar and name  
Home state  
Political Party  
Issues  
Slogan



### 1- SELECT AVATAR AND NAME

Browse the avatar options, or let the game decide, then type in your candidate's name.



### 2- PICK A HOME STATE

Select any state in the union or let the game pick.



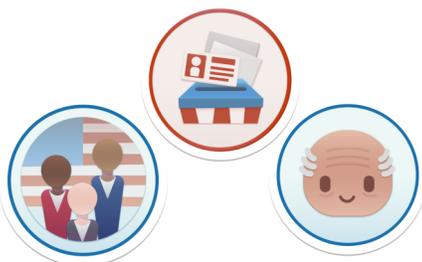
### 3- SELECT A POLITICAL PARTY

Preview the issues and select a party. This will pick the platform of issues available to you during the primary debate.



### 4- CLAIM YOUR ISSUES

Play through the primary debate to earn your issues. More on the next page...



### 5- PICK A SLOGAN

Click through the slogans to find the best one for your campaign.



### 6- ACCESS YOUR CAMPAIGN KIT

Check out the details of your campaign- print and post it!



## THE PRIMARY DEBATE

You will need to win your party's primary race before you run in the national presidential race. First step? Own your issues in the primary debate! For each issue you select, you are asked to follow up your choice with a supporting statement. Choose the correct statement, and the issue is yours! Fail to make a match, and one of your opponents will claim that issue.

### Your Candidate

Take center stage!

**Issue Bank** Hover over any issue to see its name & description. Click to select.



### Primary Opponents

They will engage and challenge you during the debate.

### Issue Description

Click to present this issue in the debate.

### Voice Over

Click to hear the text read aloud.

## PRESENTING YOUR ISSUE

Select the best option to help explain your issue to the audience. If correct, you will see the issue icon appear by your candidate. By the end of the debate you will have five icons.



## HOT ISSUE POLICY SELECTION

Some of the issues are very popular among voters across the nation. Taking control of these will give you a leg up in the general election... but you will have to earn them! Your opponent will ask you to provide a policy suggestion. Pick the right one, and the issue is yours!

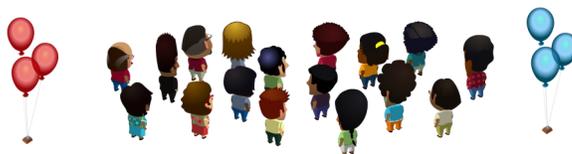


**Tip:** For a better understanding of contemporary political issues, play as a candidate from each party.



## THE MAVERICK OPTION

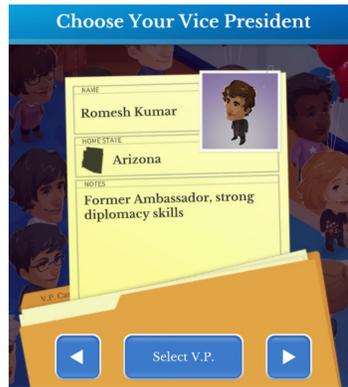
Once you have selected four of the five issues, you will be given the opportunity to be a maverick and select one issue from the other party platform.



## WINNING THE PARTY NOMINATION

Congrats on making it through the primaries! It's time to head to the convention, pick a Vice Presidential nominee and see who you are up against in the national contest.

**PICK A VP** Review the candidates for your very own Vice President! Each brings his or her own skill set and home state. Once you've made your choice, tell everyone at the convention!



**MEET THE COMPETITION** Discover who you are running against in the national race.



## THE NATIONAL MAP

This is your political proving ground. Use the data provided to craft a campaign strategy and carry it through to the election.

Each map view will shed a different light on the states, helping guide your campaign strategy.

States that have polling information will be colored on a blue-to-red scale based on party support. Gray states have not been polled.

This is you!

You have 10 weeks to earn the electoral votes needed to win. You can also end your turn early.

This is your opponent.

These are your action cards. On your turn, select one, then the state to play the card.

This bar keeps track of both parties' known electoral votes. Pass 270 before the end of the season and you win!



## CAMPAIGN ACTIONS



### FUNDRAISING

Cost- \$0 Impact- Fuels your other actions.

Clicking the \$ button shows you the available fundraising resources in each state. You can only raise funds in states that you have support in. (Ex: Republicans cannot raise funds in a blue state.) States slowly rebuild funding, so watch the map closely!



**Tip:** You may run out of money before you complete all of the actions available to you in a turn. You can end your turn early if you are broke, or if you want to bank money into the next turn.



### POLLING

Cost -\$1 Impact- Information leads to action!

Polling any gray state will give you important information for the rest of your campaign. Learn your current momentum, cash available, popular support, and the issues that the state supports and opposes. This data will help you craft your media and personal messages. After you poll a state, you can click on it at any time to get the most up-to-date polling and momentum information.



### MEDIA AND PERSONAL APPEARANCES

Get the word out in the states by playing your media and personal appearance cards. Use these cards to tout your position on the issues or knock your opponent if his or her issues are a mismatch with a state.

#### MEDIA

Cost -\$1 Impact- Gain *one* momentum boost!

Once you have chosen to launch a media campaign in a state, you select an issue that supports you or attacks your opponent. Craft your message to make the most impact.



#### PERSONAL APPEARANCE

Cost -\$1 Impact- Gain *two* boosts to your momentum!

Ads make an impact, but getting out on the campaign trail can make an even bigger one. Select your issue and message, and watch the news to see how well your speech went over with the voters.



**Tip:** The news team gives you feedback on the efforts of you and your opponent!

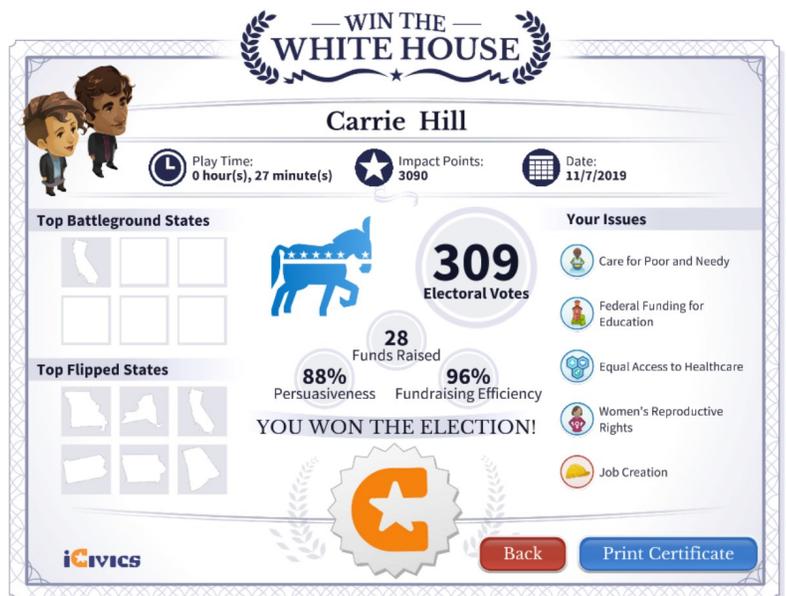


## GAME OVER: ASSESSMENT

At the end of the game, the final score breakdown appears. From there, students can view and print a detailed report that will let you determine how students performed on a number of game play objectives. You can use this printout to assign students a grade for playing the game. This information will also be available through your iCivics classroom accounts.

Additional feedback found on certificate:

- ↳ Candidate Name (student created)
- ↳ Length of Play, Impact Points, and Date of Play
- ↳ Electoral Votes Won & Funds Raised
- ↳ Persuasiveness: How well did the player match the messages to the states and issues?
- ↳ Fundraising: Did the player make the most profitable decisions when raising campaign funds?
- ↳ Issues selected by the student
- ↳ Battleground States: Which states were most contested throughout the campaign season?
- ↳ Flipped States: Which states did the player take away from the opponent?



## Help! I started playing *Win the White House* — and it's hard!

Don't panic! *Win the White House* can seem difficult at first. Like many video games, *Win the White House* has a learning curve. Trial and error is a critical aspect of how people learn from playing games. Check out the Help button that is available throughout the game. It has scene-based instructions, and a handy issue guide.

If you're not comfortable yet, play *Win the White House* a few more times. Soon you'll find yourself getting the hang of it—just like students will when they play. And remember that as students learn how to play the game, they're also learning the ins and outs of presidential elections!

## Can't get enough?

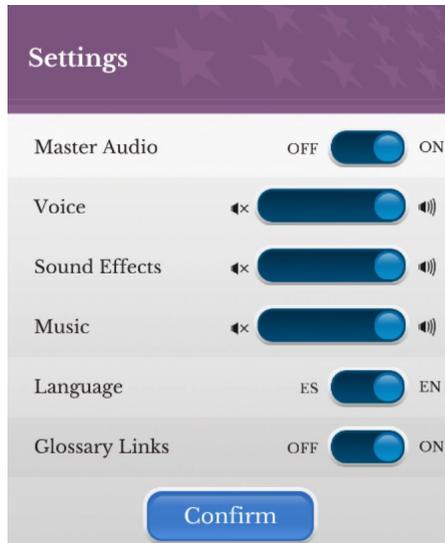
*Win the White House* is only one of over a dozen learning games that iCivics offers to teachers and students. Go to [www.iCivics.org/games](http://www.iCivics.org/games) to check out every one of them—plus game guides, lesson plans, and more.

Thanks for trying our games—and more importantly, thanks for teaching civics!

### ELL SUPPORTS & FEATURES



*Win the White House* lets you customize your game experience with the settings menu at the top left of the screen.



**Master Audio**— Turn all sounds off or on for the game.

**Voice**— Adjust the volume for the character voices.

**Sound Effects**— Adjust the volume for all of the cool sound effects.

**Music**— Adjust the volume of the background tunes.

**Language**— You can switch between Spanish and English at any time in the game.

**Glossary Links**— These show which words are defined in the game. If you don't want them, you can turn them off here.

### Play in Spanish



### Jugar en español



As your campaign manager, Ana is available in the primaries and general election to help you make the right decisions when speaking. You can access her through the phone above your selection screen.

Ana will help you narrow down your choices and guide you to the best statements.

If your phone battery runs out in a turn, just let it recharge on the bus as it travels from one week to the next!



## CLASSROOM CONVERSATION STARTERS

### Pre-Game Questions

You can use these questions to lead into playing *Win the White House* in the classroom.

- What are political parties? Why do they exist?
- What do candidates have to do to get elected?
- Why do candidates have to fundraise as part of a campaign? What is the money for?
- How do candidates choose campaign issues?
- What is a primary? How is it different than a regular election?



### Post-Game Questions

Use these questions as a way to debrief the individual experiences of playing *Win the White House*.

- Which states did you spend most of your time conducting campaign activities in? Why?
- Why would a candidate choose not to campaign in a state?
- What is momentum, why does it change when you work in a state?
- Why do you think personal appearances are considered more effective than advertisements in the game? Do you think this is like real life? Why?
- Does the campaign process give all Americans the chance to learn about a candidate and make an informed decision? Why or why not?
- What role do political parties play in an election?

### Activity Idea

- Direction to students: Pretend you are running for student body president. Create an ad for the election. The ad can be a flyer or short speech. Then, answer these questions at the bottom of the page.
  - ◇ What is the purpose of your ad?
  - ◇ What did you want people to know from your ad?
  - ◇ How is your ad similar to what a presidential candidate would make? How is it different?

### But Wait— There's More!

The NEW *Win the White House* Extension Pack is now available!

Make your students' game play more meaningful with activities designed specifically for *Win the White House*. This easy-to-use Extension Pack helps you give context and purpose to the game and reinforce the game concepts. That means deeper learning for students, and best practices around game-centered learning for you! Extension Packs require Google Slides and are designed for use with projectors or interactive whiteboards. You can find this great resource linked from the game page or in our lesson plans.