Activity 3:

CAMPAIGN EXPENDITURE COST-BENEFIT ANALYSIS

Instructions: Your group has been assigned ten states. You will serve as political party strategists in analyzing the data provided along with the information from the Power Point to decide the identity of the ten states. Each group will be assigned the role of a **Democratic** or **Republican** planner. You will then decide if each state you're investigating is a red, blue, or purple state. From there, you will advise whether the state is worthy of your candidate's time and money, a slam dunk for the opposition, or firmly in your party's back pocket. Despite there being more money flowing to candidates than ever, resources should be focused on targeting the vulnerable sectors of the battleground states. You represent the ______ party.

STATE	COLOR	ANALYSIS (WHY THAT COLOR?)	% OF CAMPAIGN FUNDS?