

Win the White House

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.

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

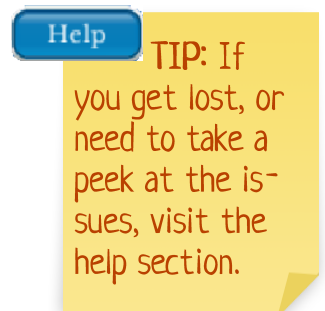
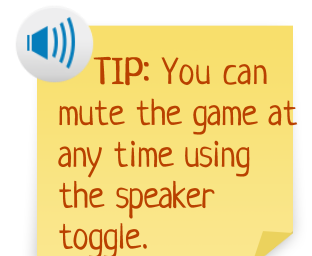
Battle it out with other presidential hopefuls in a primary debate by choosing the best arguments for the issues you care about. These will act as the foundation for your national campaign.

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!



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.)

- *Middle School* includes the debate over gun rights vs. gun control.
- *High School +* includes the debate over abortion and tension between traditional family values and the rights of the LGBT community.

Your Candidate Profile The Candidate Creator will walk you through the process of creating your candidate. This profile page will develop as you progress, updating you:



Candidate avatar and name
Home state
Political Party
Issues
Slogan



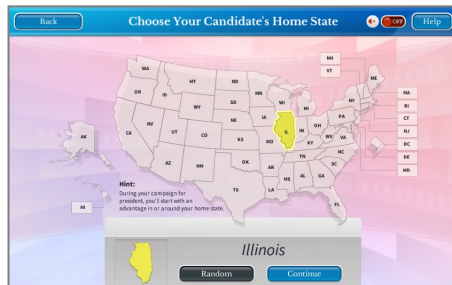
1- SELECT AVATAR AND NAME

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 a 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 name and description. Click to select.

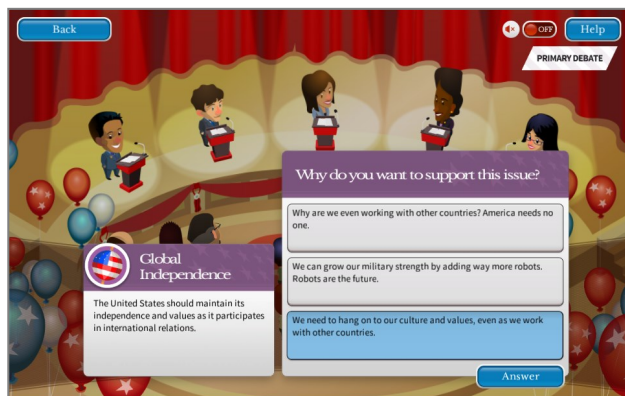


Primary Opponents
They will engage and challenge you throughout the debate.

Issue Description
Click to present this issue in the debate.

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

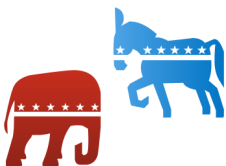


Some of the issues are very popular among voters across the nation. Taking control of these will give you a leg up in the general election... but you will have to earn them! Your opponent will ask you to provide a policy suggestion. Pick the right one, and the issue is yours!



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.



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

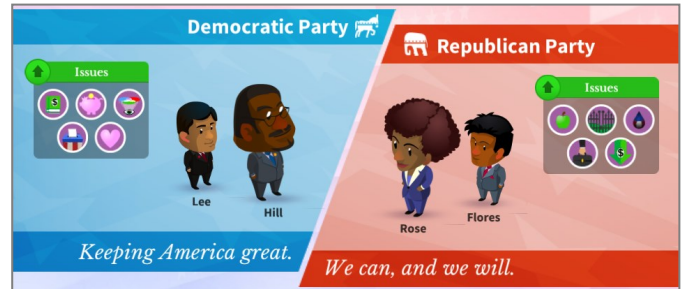
WINNING THE PARTY NOMINATION

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.

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

This is your opponent.

This is you!

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

With successful fundraising, you can take four actions for each week, or turn, in the game.



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. (Example: A Republican 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 may also choose to 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!

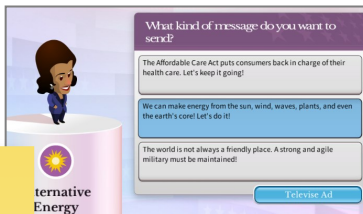
Once you have chosen to launch a media campaign in a state, you select an issue that supports you or attacks your opponent. Craft your message to make the most impact.

PERSONAL APPEARANCE

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

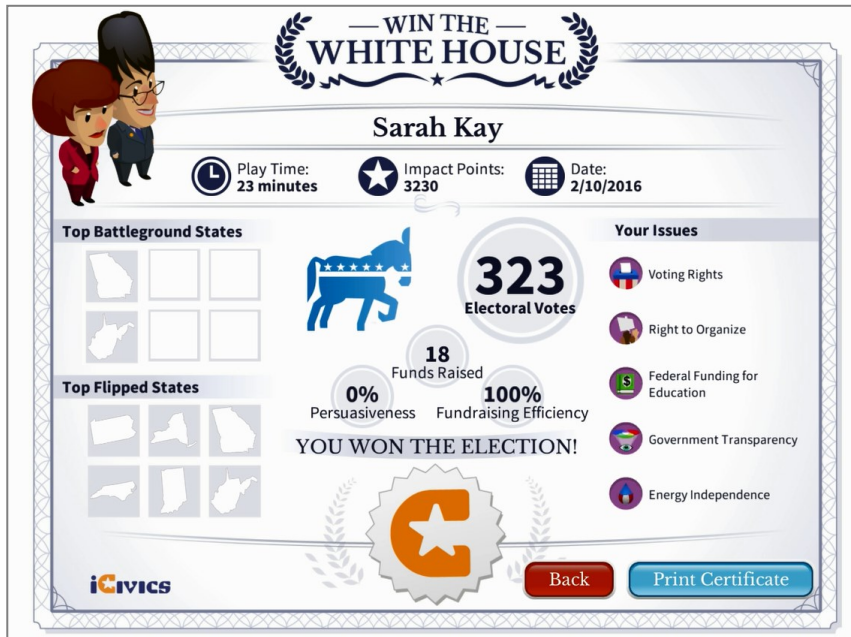
Ads make an impact, but getting out on the campaign trail can make an even bigger one. Select your issue and message, and watch the news to see how well your speech went over with the voters.

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 through 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!

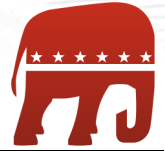
Don't panic! *Win the White House* can seem difficult at first. Like many video games, *Win the White House* has a learning curve. Trial and error is a critical aspect of how people learn from playing games. Check out the Help button that is available throughout the game. It has scene-based instructions,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



Win the White House: Issue Glossary

	Voting Rights: All citizens should be able to vote in accessible, open, and fair elections.		Secure Borders: Greater efforts are needed at our national borders and in law enforcement to prohibit illegal immigration.
	Retirement Security: All Americans have the right to a secure and healthy retirement. Medicare and Social Security need to be preserved for future generations.		Limited Government Spending: The government needs to spend less and limit its role in Americans' daily lives.
	Nuclear Disarmament: The U.S. government should work to decrease the number of nuclear weapons across the globe.		Peace Through Strength: Our military needs to be modern, agile, and adaptable for future threats.
	Government Transparency: The government should be open and responsive to the needs of its citizens.		Fiscal Responsibility: The government should not use taxpayer money to bail out failing companies.
	Equal Access to Healthcare: All Americans should be able to access and afford healthcare.		Lower Taxes: We should lower taxes so citizens can keep more of what they earn.
	Right to Organize: Unions are needed to protect fair wages, worker safety, and job security.		Right To Work: Workers should have the right to choose whether or not they join a union and pay dues where they work.
	Pollution Standards: The federal government should set limits on the amount of pollution companies can create.		Business Innovation: The government should not restrict the growth of businesses through taxes or regulations.
	Protection of Natural Resources: Our nation is full of natural resources that need to be protected for future generations to enjoy.		Fight Terrorism Abroad: International terrorists must be stopped with the power of our military, not through our normal criminal justice system.
	Global Cooperation: 21st Century challenges require participation in organizations like the United Nations to make the world a safer place.		Global Independence: The United States should maintain its independence and values as it participates in international relations.
	Federal Funding for Education: Education is the key to future success! The U.S. government has a responsibility to help children get the best public education.		School Choice: Education funding should go to families so they can choose the best schools for their children.
	Alternative Energy: Renewable energies are great alternatives to fossil fuels! They can boost the U.S. economy and reduce our reliance on foreign energy sources.		Energy Independence: America should use its own natural resources to become energy independent of other oil-producing nations.
	Gun Control: Laws are needed to limit the sale and ownership of guns to criminals and the mentally ill. (MS/HS)		Gun Rights: There should be no restrictions on gun ownership for law-abiding citizens. (MS/HS)
	Women's Right to Choose: The right to choose to have an abortion should not be limited by the government or religious authorities. (HS)		Protection of Unborn Lives: Babies are innocent human beings from the moment of conception. They have a fundamental right to life, which must be protected. (HS)
	Expansion of Gay Rights: All adults should be able to choose their partners and decide what their family structure will be. (HS)		Family Values: Marriage is between a man and a woman, and a family should have a mother and a father. (HS)



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 PowerPoint 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.



TECH GUIDE

If you are playing from iCivics.org:

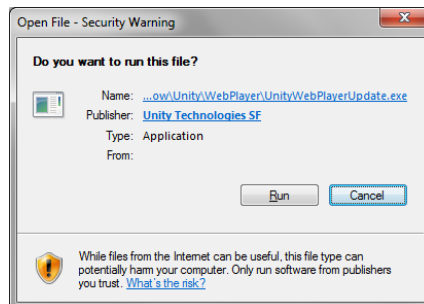
Unlike other Flash-based iCivics games, the new Win the White House was developed with Unity. On most recent browsers, Win the White House will run automatically as WebGL content, with no plug-in required.

However, if your web browser does not support playing Win the White House as WebGL content, you will be asked if you wish to install the Unity Web Player plug-in as an alternative way to play the game in your browser.

When prompted to install the Unity Web Player plug-in, click "Install now!"



You may receive security confirmations from your browser. For example, on Internet Explorer click "Run" at the prompts to install the plug-in:



After installing the Unity Web Player plug-in, Win the White House should launch automatically.

If you are playing from an iPad Tablet:

Head on over to the App store and search for iCivics or Win the White House. Download the app and start playing!



If you are playing from an Android Tablet:

Visit the Google Play store and search for iCivics or Win the White House. Download the game and get started.

