

# PRESIDENTIAL ELECTION CAMPAIGN BUTTONS

## What Is a Campaign?

A campaign is how candidates, or people running for office, tell people about their platform. A platform is what a candidate believes in and will work toward if elected to office. Candidates campaign to win

votes from people who already support them and they also to try to change the minds of people who are undecided or maybe even considering voting for another person! Campaigns use speeches, commercials, newspaper advertisements, flyers, and buttons to reach their voters. Some of these campaign materials are

positive and focus on making a candidate look good, while others are negative and focus on making the opposing candidate look bad.



## Wearing Your Beliefs: A History of Campaign Buttons

People have always found ways to express their political opinions with fashion. Dating back to the American revolution, people wore homemade ribbon cockades to show their support for political movements and revolutions.

In the 1860s, Abraham Lincoln and the Republican Party used campaign buttons as a political strategy. These buttons were made of ivory and had tintype photographs of Lincoln on them—which made them very expensive!

Buttons became mass-produced in the McKinley vs Bryan race in 1896, making them widely available and cheap. In the 1900s, campaign buttons changed again. After parts of the New Deal were found unconstitutional, candidates running against Franklin Delano Roosevelt created pins that were anti-FDR instead of in support of a different candidate. When Dwight Eisenhower ran for president in the 1950s he was one of the first candidates to promote a person instead of a political party: his buttons read "I Like Ike."



## What is the Citizens Clean Elections Commission?

In the State of Arizona, all candidates can opt into the Citizens Clean Elections Commission. The Commission is part of the Citizens Clean Elections Act, which created campaign contribution limits, spending limits, reporting requirements, and debate requirements for participating candidates. In addition to enforcing the act, the Commission also educates voters and is a non-partisan place to learn about all candidates and propositions. On the Citizens Clean Elections website you can find information about all elected offices, people running for office, how to register to vote, and more!



For more learning and educational activities, visit the [Arizona History Digital Hub](https://azhs.org) at [azhs.org](https://azhs.org).

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# CAMPAIGNING KIDS!

Imagine that you are running for student government. What's your platform? List your ideas below:

❖ If elected to student government, *I will...*

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All good campaigns have a slogan! Think about your platform and see if you can create a slogan. Slogans are catchy, easy to remember, and persuasive!

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Explore some of the historical political buttons above and write down five things they have in common--those things could be colors, shapes, symbols, or text!

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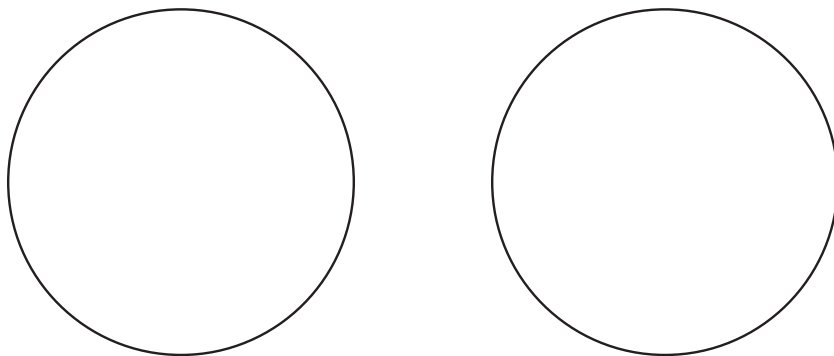
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Now that you have an idea as to what makes a campaign button effective see if you can create your own!



## Vocabulary

**CAMPAIGN:** a connected series of activities designed to bring about a particular result

**CANDIDATES:** one who runs in an election contest or is proposed for an office or honor

**COCKADES:** an ornament (as a rosette) worn on the hat as a badge

**CONTRIBUTION:** money given to a campaign

**MASS-PRODUCED:** to produce in quantity usually by machinery

**NON-PARTISAN:** free from party ties, bias, or designation

**OPINIONS:** a belief based on experience and on seeing certain facts that falls short of positive knowledge

**PLATFORM:** a declaration of the beliefs and goals of a political party or candidate

**PROPOSITIONS:** something offered to be thought about or accepted

**REVOLUTIONS:** the overthrow of one government and the substitution of another by the governed

**STRATEGY:** the art of making or employing plans or tricks to achieve a goal