

PROJECT: DESIGN A VOTER EDUCATION CAMPAIGN

Who Picks Your Leaders? NJ Ballot Reform Workshop

Ballot, Power, and Democracy in New Jersey | © 2026 Agard Research Associates Inc.

Name: _____ Date: _____

Overview

Now that you understand how ballot design affected democracy in New Jersey, your job is to create a voter education campaign that teaches other students or community members about the importance of fair elections. You will research, design, and present your campaign to the class.

Your Task

Choose ONE of the following campaign formats:

1. **Social Media Campaign:** Design 3 to 5 social media posts (Instagram, TikTok concepts, or infographics) that explain ballot reform to your peers.
2. **Community Flyer/Poster:** Create a double-sided flyer or poster that could be displayed in a school, library, or community center.
3. **Short Video Script:** Write a 2 to 3 minute video script that explains ballot reform in an engaging way for a student audience.
4. **Newspaper Op-Ed:** Write a 300 to 500 word opinion piece arguing why ballot design matters for democracy.

Requirements

Your campaign must include all of the following:

- At least 3 specific facts or statistics from the workshop (cite your sources)
- A clear explanation of what the county line was and why it was a problem
- Information about the new ballot design and how it is different
- A call to action (e.g., register to vote, attend a town hall, learn about candidates)
- Visual elements (images, charts, diagrams, or illustrations)

Planning Space

Campaign format I chose:

3 facts/statistics I will use:

My call to action:

Visual elements I will include:

Grading Rubric

Criteria	4 (Excellent)	3 (Good)	2 (Fair)	1 (Needs Work)
Accuracy of Facts				
Explanation of County Line				
Visual Quality				
Call to Action				
Overall Presentation				

Total Score: _____ / 20