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**E-Lecture Connection Lesson Supplement**  
**Sample Business Plan for Managing In-School Elections**

Here is a sample business plan your class can follow to document the specific steps you intend to take to pursue the fulfillment of the Mission Statement you've developed for your in-school election.

**E-lecture Connection Business Plan for Votesburgh High School**

**Executive Summary**

The Votesburgh High School Election Management Co. is in the business of managing in-school elections and election campaigns. The Company is to be managed and run by Mr. Rossi's US Government class of Votesburgh High School. They will be assisted by the Mrs. London's Marketing class.

**Company Vision:**

**Mission Statement:**

The goals of our business are as follows:

- To give the students of Votesburgh High School a voice in the 2004 US Presidential Election.
- To get at least 90% of the students in the high school to vote in the in-school version of the election
- To provide the students of Votesburgh High School with all the information necessary to make the best possible voting decision.
- To attract positive media attention for the school, its staff, and the students that attend it

**1.     *The Company***

- Name: Votesburgh High School Election Management Company
- Location: Votesburgh High School, Votesburgh, IL
- Web Address: [www.scoresup.com/Votesburgh](http://www.scoresup.com/Votesburgh)
- Type of Business: Organizes, manages, and promotes in-school elections and election campaigns.

**2.     *The Business Opportunity***

- There are 875 students attending Votesburgh High School who, as students, are responsible for learning how the voting process works for US Presidential elections but are not old enough to participate in it. In addition, it is very difficult for young people who have not reached voting age to have any voice or influence in presidential election campaigns. Our company will organize and manage a mock presidential campaign for Votesburgh High School so that students can learn the voting process by actually participating in it.

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- Our company organizes and hosts all of the campaign activities on a Web site and then promotes and publicizes the site among local media and civic organizations so that the entire Votesburgh community is made aware of how the students feel about the issues and candidates involved in the elections.

**3.      *Description of Products and Services***

Our Company's website will include the following content and features:

- We will develop a Website at which all of the in-school campaign and election events will take place and/or be promoted.
- We will implement a variety of website features and in-school promotional activities to build student interest and participation in the in-school election.
- We will organize campaign committees for each of the candidates participating in the 2004 Presidential election. Each campaign committee will be responsible for representing the views and interests of their candidate at all of the campaign events and website activities that require partisan participation.
- We will organize and implement a voter registration campaign inside the school in an effort to get as many Votesburgh High School students as possible to register for this in-school election.
- We will help each candidate's campaign committee organize, promote and manage an in-school campaign rally on behalf of their candidates.
- We will organize, promote, and host an on-line debate between the representatives of each candidate's in-school campaign committee.
- We will find and work with an existing Votesburgh Current Events class to perform polling of the Votesburgh student population to get formal readings of their opinions on the candidates and issues involved in the election.
- We will organize and manage an in-school election in which students will actually cast votes for their preferred candidate for President.

**4.      *Goals & Objectives***

- Get 90% of the 875 Votesburgh High School students to vote in the mock election.
- Attract an average of 250 visits per day to the campaign Web site.
- Get a front page story about the High School's mock election published in the Votesburgh Gazette.
- Get the US Congressman representing Votesburgh to attend one of the Votesburgh High School Campaign rallies.

**5.      *Marketing Plan***

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The marketing plan will be implemented by the Campaign Marketing & Publicity team of students.

- Our target market will be the 845 students of Votesburgh High School. In order to achieve the goals set forth in our company's mission statement, we need to persuade 90% of the Votesburgh student body to participate in this in-school election. To get that many students to vote, we must convince them that this election will be one of the most important and most publicised events ever held at our High School. Our goal is to make the students feel that voting in this election is a real privilege. We will accomplish this as follows:

Publicity – We will do everything necessary to get the local Votesburgh media organizations to provide significant coverage of this election. We will use well-timed publicity releases and letters to the editor that highlight some of the key activities planned for our campaign. We will include the URL of our ScoresUp.com E-Lecture Connection Web site in every release and letter along with a schedule of events for our campaign. Our goal with the media is to get them to send reporters to our school to do feature reports about the election. Good media coverage will help to get the entire community interested in our election and curious about what the results will be. This community buzz will help convince Votesburgh High School students that the election is more than just a school project.

In-School Promotion – We will promote the campaign within the school at every opportunity. This will include posters throughout the building, election promos inserted in the school's daily morning announcements, and "don't forget to register & vote" announcements made at all of the school's interscholastic sporting events and musical performances. We will ask Social Studies teachers to discuss the history of voter registration in their classes and have their students register to vote in their in-school election at the end of these sessions. Voter registration drives will be held weekly in the cafeteria.

On-Line Promotion – Our ScoresUp.com E-Lecture Connection Web site will be one of our most powerful marketing tools. In addition to including all of the information Votesburgh students will need to make informed voting choices, the site will also help us generate excitement and maintain enthusiasm for the election. Our goal will be to attract an average of 250 visitors per day to the site and get at least 400 students to register to vote in the election using the site's on-line registration form. We will also encourage visitors to join our site's e-mail list so they can be contacted when new content is posted. Banner ads at the site will link visitors to the on-line registration form.

## **6. Competition**

- Due to the nature of this project, we can honestly say that we will be in competition with no other organization that provides a similar service. However, we are competing for the attention and interest of the Votesburgh student body. If we fail to

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offer good enough reasons for them to participate in this election, we will have no hope of fulfilling our business mission.

**7. Website Design**

- Professional site developed in a template format to ensure ease of navigation, ease of use and quick download times.
- Data at site will be frequently updated.
- Site to include following pages and features  
Home Page– will explain purpose of in-school campaign and describe how site visitors can participate in it
- President Bush Campaign Page – this area of site will include a bio of the President, articles supporting his candidacy, and his positions on issues in the Election identified as being most important to Votesburgh High School students. All content for this area of site will be provided by the partisan Votesburgh Students for Bush Campaign Committee.
- Senator Kerry’s Campaign Page • this area of site will include a bio of the Senator, articles supporting his candidacy, and his positions on issues in the Election identified as being most important to Votesburgh High School students. All content for this area of site will be provided by the partisan Votesburgh Students for Kerry Campaign Committee.
- Polling Page – this area of site will include results of polling students of the Votesburgh High School student body conducted by the Votesburgh Current Events class taught by Mrs. Lisa Bell.
- Register-to-Vote Page – this area of site will provide Votesburgh students with an on-line voter registration process
- Upcoming Events Schedule – This site feature will contain an updated schedule of all events and activities to be conducted as part of this in-school election.
- Patron Messages – This area of site will be comprised of endorsements and observations of site visitors concerning the issues and candidates involved in this election. All content on this page will be reviewed for appropriateness before being posted for public viewing.
- Mailing Lists – Site visitors will be able to join the site mailing list of their choice to receive e-mails when new content of interest to them is posted at the site.
- Voting Instructions Page – This area of site will explain how students will cast votes in this election.

**8. Web site Operations**

- The Web site described above will be developed and maintained by the Website Operations team of students.

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- The Web site is hosted on a reliable ISP with sufficient bandwidth to support anticipated site traffic of 1,000 unique visits per week between September 1 and November 8, 2004.
- Team members will ensure the site is up and accessible, as well as monitor performance, traffic and incoming and outgoing e-Mail communications.

**9.      *Organization***

- The Votesburgh High School Election Management Co. will form teams of students to achieve the goals documented in this Business Plan. These teams are as follows:
  - Campaign Operations
  - Campaign Marketing & Publicity
  - Website Operations
  - A Campaign Committee for each Candidate in the Election
  - Mr. Jack Rossi will serve as the company's Business Leader and oversee all operations.

**10.     *Revenue Model***

- Establish Revenue Sources  
It is not anticipated that this business will generate any revenues. The goal is to be able to implement this business plan with no out-of-pocket costs taking place.

**11.     *Financial Plan & Budget***

- We understand that we must achieve the goals of this business plan without spending or generating any revenues. In the event it is decided that revenues are essential, the Campaign Operations team of students will be responsible for developing a plan to obtain those revenues.

**12.     *Risks***

- Our Company may not be able to get the local media sufficiently interested in our project
- There is a risk that students in our school won't take this election seriously
- We must avoid the situation in which one candidate's campaign committee is much stronger and more effective than the committee of the other candidate.