**Where’s the Money?**
from the Esri GeoInquiries™ collection for Government

<table>
<thead>
<tr>
<th>Target audience – Government learners</th>
<th>Time required – 15 minutes</th>
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<td><strong>Activity</strong></td>
<td>Examine variations in campaign financing for congressional elections through time and space.</td>
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**Social Studies Standards**
C3:D2.Civ.1.6-8. Distinguish the powers and responsibilities of citizens, political parties, interest groups, and the media in a variety of governmental and nongovernmental contexts.
C3:D2.Civ.11.9-12. Evaluate multiple procedures for making governmental decisions at local, state, national, & international levels in terms of the civic purposes achieved.

**Learning Outcomes**
- Students will compare the distribution of campaign funds at state and district levels.
- Students will examine sources of campaign contributions for House elections and possible implications.

**Map URL:** [http://esriurl.com/govGeoinquiry2](http://esriurl.com/govGeoinquiry2)

**Ask**

**How does campaign funding vary from state to state?**
- Elections for the House of Representatives occur every two years. Funds for the 2016 congressional campaigns were raised in 2015–2016.
  - Click the link above to launch the map.
  - What is the range of money collected? [Approximately $10 to $130 million]
  - In which states did candidates raise the most money? [California, Texas, Florida and New York]

**Acquire**

**How does campaign funding vary from election to election?**
- The data from the Federal Election Commission include all congressional races and primaries.
  - Click Montana and examine the graph, and then repeat for New Mexico, Florida, and another state.
  - How did campaign funding change over time? [It varies by election, sometimes differing greatly.]
  - At the top of the left pane, make sure that Details is underlined, and then click Show Contents of Map.
  - Check the box next to layer, Map Note.
  - Select the bookmark, Delaware (see the ToolTip on page 2).
  - Click the marker in the map and read the note.
  - What might account for changes in election funding? [More candidates in primaries, party challenges to the incumbent, and national attention.]

**Explore**

**How could funding affect an election outcome?**
- Select the bookmark, United States.
- Check the box to the left of layer, Exploring Funding. Turn off all other layers.
  - The Exploring Funding layer shows funding divided by the 2010 population.
  - How did the map change? [Different states are highlighted.]
  - Why do you think that the pattern changed? [A per-person average accounts for population differences.]
  - Examine the pop-ups of any three states.
  - What conclusion can you draw? [Generally, the party raising the most money wins the most seats.]
  - Uncheck the layer, Exploring Funding.
Analyze

How does campaign spending differ among districts within a state?

- Check the state layer of your choice.
- Under the layer name, click the button, More Options (three blue dots). Choose Zoom to.
  - The map shows data for the candidate spending the most money in each district.
- What pattern do you observe? [The darker the area, the more money spent.]
- Examine the pop-ups for the districts.
- What is the major source of candidate funding? [Individual contributions]
- What surprises you about the funding sources? [Few receive money from the party; candidates use their own funds.]
- What is unusual about the amount spent? [Sometimes, there is debt, even though there is cash on hand.]

Act

Why is campaign finance reform controversial?

- How might cash on hand favor an incumbent? [Excess funds could be used to support his or her next campaign.]
- What is the second-highest source of campaign funds? [Political action committees (PACs)]
- Why do PACs contribute to a campaign? [To gain support for their cause.]
- Should campaign contributions be limited? [Answers will vary.]

ZOOM TO A BOOKMARK

- Click Bookmarks.
- Click a bookmark name to zoom to a map location and scale.

IDENTIFY A MAP FEATURE

- Click a feature on the map, and a pop-up window will open with information.
- Links and images in the pop-up are often clickable.
- An arrow icon in the upper right of the window indicates that multiple features have been selected.
- Click the button to scroll through the features.

Next Steps

DID YOU KNOW? ArcGIS Online is a mapping platform freely available to public, private, and home schools. A school subscription provides additional security, privacy, and content features. Learn more about ArcGIS Online and how to get a school subscription at http://www.esri.com/schools.

THEN TRY THIS...
- Research the PACs supporting a candidate of your choice. Create a web app showing the out-of-state campaign contributors.
- Add layers from the Living Atlas of the World to explore the demographic characteristics of voting districts within your state.

TEXT REFERENCES

- Civics and Economics by Holt — Chapters 10 and 11
- Magruder’s American Government by Pearson — Chapter 11