

Joe Kelly for President

An Accidental Campaign

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Drama/Family/Political. 100 pages

LOGLINE

When a bankrupt Midwest farmer becomes an accidental viral sensation, his authentic, no-nonsense campaign for President sparks a grassroots revolution that threatens to topple the entire political establishment.

SUMMARY:

When tragedy strikes and a devastating fire claims his beloved horse Spark, Joe finds himself in financial ruin—and completely uncovered by his insurance. Seeking distraction, Joe and his eccentric friend Lars create a bizarre, tasteless parody video of their insurance agent and upload it to YouTube. The video unexpectedly goes **viral**, sparking a series of increasingly wild online stunts that culminate in a joke video launching an **accidental presidential campaign**.

To Joe's absolute shock, the internet takes the joke seriously. The next morning, a passionate crowd of real-life supporters gathers outside his door demanding "Joe Kelly for President."

What starts as an online prank quickly spirals into a full-scale, grassroots political movement. When a sharp campaign manager named Andy arrives to steer the chaotic ship, Joe decides to lean into the madness and officially run for office. Joined by an unlikely entourage, they hit the road, navigating bizarre bar fights, shady encounters with a Republican congressman, and deeply buried family secrets—including the shocking revelation that Andy is actually Joe's son. When a sudden medical crisis threatens a loved one and exposes the harsh realities of the healthcare system, the stakes shift from a internet prank to a fight for real people. Bolstered by overwhelming support from everyday citizens, Joe pushes forward in a gripping, hilarious, and heartwarming race to the finish line, ultimately aiming for the ultimate write-in victory.

This sharp **political comedy** and **satire** explores the unpredictable power of modern internet fame, the strength of grassroots movements, and the chaotic journey of an ordinary man taking on the highest office in the land.

AWARDS:

Pitch Now Screenplay Competition
Semi-Finalist
2024

Prague Screenplay Awards
Selected
2024

New York International Screenplay
Awards
Quarter-Finalist
2024

Las Vegas International Film &
Screenwriting Festival
Selected
2024

Sunvale Screenplay Contest
Quarter Finalist
2025

Mad Wife 100 Scripts
Finalist
2025