

Lesson Plan 2: Things need to change – let's start a campaign

Title	Things need to change – let's start a campaign	Duration	40 minutes (1 hour with extension)
Curriculum Area	Citizenship	Year groups	7-9
Objectives	<ul style="list-style-type: none"> • Introduce the group to the concept of campaigning for change • Focus the group on supporting an achievable change • Work on planning a campaign • Develop the group into a campaigning team • Develop skills of planning, negotiation, persuasion and team building 		

Activity

Preparation		Option to use planning / brainstorm handouts that can be found at www.changeit.org.uk/index.php/campaign-toolbox
Activity	2 min	Review of lesson 1. Remind them of the definition of a campaign.
	5 min	<p>Divide the group into pairs and ask them to consider the question: <i>"What would you change about this school?"</i></p> <p>Ask each pair to feedback their answers and note them on the board / whiteboard.</p>
	5 min	<p>Work with the group to come to a consensus / vote to select one change they would support and like to take forward. Facilitate a discussion, if needed, about practicalities, reasons for wanting to change something, etc.</p> <p><i>"As a group you have decided to support a change to...If you accept the challenge...let's build a campaign."</i></p>
	15 min	<p>Group brainstorm – to plan a campaign there are a few questions that need answering. Put their responses up on the board.</p> <ul style="list-style-type: none"> • Goals – what are they aiming to achieve? • People / contacts – who are the people they need to persuade or who need to be involved? • Resources – what have you got to support you, what are the resources, how much will it cost? • Timetable – when will this happen, when will it start and finish, how long will it take? • Measuring success – how will you know you've been successful and when will you stop?
	10 min	Considering all of the above, have them get into small groups and brainstorm what kinds of activities or actions they could take to get the campaign going.

		<p>Have them feedback their ideas. Here are some options to add in if they didn't think of them:</p> <ul style="list-style-type: none"> • Research the issue and the people it affects • Create a petition • Write a letter (politician, celebrity, headteacher, etc) • Write a press release • Recruit volunteers • Design a website, poster or leaflet • Organise an event <p>Narrow the list down to 4 or 5 actions that would be key to do.</p>
(Extension option)	10 min	Have them volunteer to join teams for different projects and say why they'd be good for the job. Get them thinking about what qualities are needed for different aspects of campaigning and the value of having people with different talents involved.
(Extension option)	10 min	Have them get into their task groups and begin thinking about what they can do and what they need to make it happen. Have them write down their ideas to collect and provide for them when you approach the campaign again.
Conclusion	3 min	Review the process they've gone through already and remind them about the stages and steps of campaign planning. You need to understand your issue, audience, goals and resources in order to begin. And you need to have people willing to take on different tasks to make them happen.
Additional activities	<i>Optional</i>	See CHANGEit lesson plan 3 at www.changeit.org.uk and/or Get them to research other campaigning organisations to see what steps they take and how they have gone about campaigning.
CHANGEit Nominations	<i>Optional</i>	Ask individuals if they want to plan their own campaign and put together a proposal for the CHANGEit Innovation awards. <i>Nominations can be submitted online or the form can be downloaded to submit via post or email.</i>

Resources

CHANGEit
National Curriculum
School Councils UK – Free Resources
DCSF - Citizenship guide for teachers
http://www.standards.dfes.gov.uk/pdf/secondarieschemes/cit_guide.pdf

www.changeit.org.uk
<http://curriculum.qca.org.uk>
www.schoolcouncils.org.uk

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