

## Lesson Plan 3: Building the campaign

<b>Title</b>	Building the campaign	<b>Duration</b>	45 minutes (1-2 hrs with extensions)
<b>Curriculum Area</b>	Citizenship	<b>Year groups</b>	7-9
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Create a campaign team and build a campaign</li> <li>• Nurture leadership and responsibility amongst the group in the context of campaign development</li> <li>• Challenge the group to consider themselves as campaigners</li> <li>• Develop team building, negotiation, persuasion, planning, problem solving and presentation skills</li> </ul>		

### Activity

**Option:** This lesson can continue with the campaign the group started planning in lesson 2, or you can move on to get them planning different campaigns in small groups.

<b>Preparation</b>		Use handouts from <a href="http://www.changeit.org.uk/index.php/campaign-toolbox">www.changeit.org.uk/index.php/campaign-toolbox</a> including campaign plan and campaigner case studies.
<b>Activity</b>	2 min	Remind the group of the previous lesson – things to consider when planning a campaign and activities to make it happen.
	5 min	Provide list of the campaign ideas they had from lesson 2 and have them add new ones to it considering the question: <i>“What would you like to change in your community?”</i>
	5 min	Depending on the number of students, have them pick 4-5 campaign ideas to take forward and split them up into small groups depending on who wants to work on what.
	15 min	In their groups have them go through each of these items and plan a 3-5 minute presentation for the rest of the group (optional) <ul style="list-style-type: none"> <li>• <b>Team</b> – identify a campaign manager and assign roles</li> <li>• <b>What</b> – what is the issue?</li> <li>• <b>Why</b> – why is it important?</li> <li>• <b>Name</b> – campaign name</li> <li>• <b>Goals</b> – what do they want to achieve?</li> <li>• <b>People</b> – list of key contacts / people they need involved</li> <li>• <b>Resources</b> – list what’s available or what they will need to find</li> <li>• <b>Timetable</b> – get them to think about how long it will take</li> <li>• <b>Action</b> – brainstorm activities to take it forward</li> </ul>
<b>(Extension option)</b>	25-30 min	Have campaign teams give short 3-5 minutes presentations back to group to introduce their team and campaign and describe their goals and plans to make it happen
	5 min	Bring groups back together to think about ways to spread the

		word and do research for the campaign. Remind them of options: <ul style="list-style-type: none"> <li>• Research other campaigns</li> <li>• Find facts and figures on the issue</li> <li>• Plan an event</li> <li>• Design a website, poster or leaflet</li> <li>• Write a letter</li> </ul>
<b>(Extension option)</b>	10 min	Use case studies from CHANGEit websites and have them locate the methods or tools they used for their campaign (optional).
<b>(Extension option)</b>	20-30 min	Provide the groups with time in the library or with access to the internet to conduct research on their campaign issues and gather resources like contact information for key people or organisations who might be able to help.
	10 min	Have groups complete the campaign planning handout with budgets, timelines, etc.
<b>Conclusion</b>	3 min	Recap on the process they went through. Have them feedback on what it feels like to plan a campaign. What are the challenges? What seems easier to do? Tell them about the CHANGEit awards and see if any want to take their ideas forward.
<b>Additional activities</b>	<i>Optional</i>	This lesson could be made into an ongoing project for the class – they could be encouraged to continue their campaign work and practice presentations, writing skills or do team-building activities centered around the campaigns.
<b>CHANGEit Nominations</b>	<i>Optional</i>	By the end of this lesson, each small group should have a workable campaign plan. Encourage them all to submit their application to CHANGEit for the chance to win support and funding to help launch the campaign. <b><i>Nominations can be submitted online or the form can be downloaded to submit via post or email.</i></b>

## Resources

CHANGEit  
National Curriculum  
The Citizen Project  
School Councils UK – Free Resources  
DCSF - Citizenship guide for teachers  
[http://www.standards.dfes.gov.uk/pdf/secondarieschemes/cit\\_guide.pdf](http://www.standards.dfes.gov.uk/pdf/secondarieschemes/cit_guide.pdf)

[www.changeit.org.uk](http://www.changeit.org.uk)  
<http://curriculum.qca.org.uk>  
[www.thecitizenproject.co.uk](http://www.thecitizenproject.co.uk)  
[www.schoolcouncils.org.uk](http://www.schoolcouncils.org.uk)

## Contact details:

**CHANGEit**  
c/o Common Purpose  
Discovery House  
28-42 Banner Street  
London EC1Y 8QE

email: [changeit@commonpurpose.org.uk](mailto:changeit@commonpurpose.org.uk)  
tel: 020 7608 8148  
fax: 020 7336 6844  
web: [www.changeit.org.uk](http://www.changeit.org.uk)