Campaign

Campaigning is a great example of how people can unite behind one common cause and use their voice to fight injustice or discrimination. This task will allow pupils to work together behind a topic they feel passionate about.

**Objective**: Pupils will explore how they can use their voice together to make the world a better place by campaigning about a topic they feel passionate about.

**Materials:**

Paper

Coloured pens or pencils

Access to the internet

**Time:** 1 hour

**Part 1** (5 minutes)

Read out the introduction to pupils.

*Ask the pupils what they know about the campaign groups.*

Divide the class up into groups of four people

Read out task one and ask the groups to pick a topic they feel passionate about.

**Part 2** (45 minutes)

Ask pupils to first complete part two a and once they are happy with their ideas, complete part two b.

**Part 3** (10 minutes)

Ask the groups to present their campaigns

We would love to see some of your pupils’ campaign creations, if you would like to share please tweet @tootootofficial with the hashtag #PupilVoiceWeek.

Campaign - Worksheet

MeToo, Extinction Rebellion, PETA all show how when people unite their voices around one common cause, they can affect positive change.

In groups you will create a campaign around a topic of your choice that will make the world a better place.

**Part One**

Choose a topic from the list below, or another of your choice that you feel passionate about as a group.

* Cyberbullying
* Body Image
* Bullying
* Knife Crime
* Racism
* Climate Change
* Mental Health
* Animal Cruelty
* Refugees

**Part Two a**

|  |  |
| --- | --- |
| **Topic** |  |
| **The change you want to see** |  |
| **Key message for the campaign** |  |
| **Facts that support your campaign** |  |

**Part Two b**

Using your chosen topic, plan out a campaign that aims to raise awareness.

Your campaign could include:

* Posters
* Plan a protest
* Slogan
* Video
* Blog
* Social media tweets / facebook posts
* Letter to a local MP
* Researched facts about the topic
* Hosting an assembly
* Writing a speech
* Hosting a non-uniform day or minutes silence in school