



Intro to Campaigns

Name _____

Date _____

You will now be developing socially responsible campaigns to focus on the issue you've chosen.

What's a campaign?

Simply put, a campaign is a strategically organized course of action to achieve change. Collaborating to create a campaign involves agreeing on where you are now, deciding what you want to accomplish and making a plan to get there.

Features to Include in Your Campaign to Make an Impact:

1. All of your campaigns will include the following:

- | | |
|---------------------|-------------------------------|
| A name | A Public Service Announcement |
| A logo | A proposal and a budget |
| A slogan | A pitch |
| A mission statement | |

2. In addition to the above elements, your campaign may include:

- Flyers
- Posters
- Letters
- Announcements
- Buttons
- Bumper stickers
- T-shirts
- Songs
- And anything else you can imagine