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

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