

Intro to Campaigns

Name			
Date			

As you now become a defender who is setting out to Rock Your World, you will be developing socially responsible campaigns to focus on the issue that you've chosen.

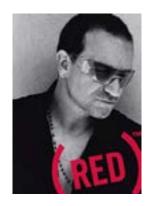
What's a campaign?

Simply put, a campaign is a strategically organized course of action to achieve change.

Defenders and change-makers create campaigns based on available information and resources.

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.

For example...The (RED) Campaign









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So we're not Bono, and we can't make any deals with Gap, Apple or Motorola...What features can we include in our campaigns to really make an impact?

We have a two-part answer for you:

1. All of your campaigns will include the following:

A name **Brochures**

A logo A Public Service Announcement

A slogan A proposal and a budget

A mission statement 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