



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

A logo

A slogan

A mission statement

Brochures

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