



Lesson 10
Take Action- Creating Campaigns

Practicing Formal Pitches

Objectives

After this lesson, students will be able to:

- Collaborate to revise and deliver an effective pitch

Overview/Purpose:

Today, students will continue practicing their pitches and will consider ways in which their audiences will be evaluating them.

Guiding Questions:

- How do the expectations of an audience impact a pitch?

Recommended Time:

45 minutes

Common Core State Standards:

[CCSS.ELA-LITERACY.CCRA.SL.1](#)

[CCSS.ELA-LITERACY.CCRA.SL.2](#)

[CCSS.ELA-LITERACY.CCRA.SL.3](#)

[CCSS.ELA-LITERACY.CCRA.SL.4](#)

[CCSS.ELA-LITERACY.CCRA.SL.5](#)

[CCSS.ELA-LITERACY.CCRA.SL.6](#)

Materials:

Pitch Evaluation handout

Technology Required:

Computers recommended

Lesson Design:

- Explain that defenders who want to rock their worlds know their audience and what their audience expects.
- Distribute and review Pitch Evaluation handout with students.
- Students continue working on their pitches, focusing specifically on the categories their audience will be using to evaluate them.