



**Lesson 12**  
**Take Action- Creating Campaigns**

# Planning Informal Pitches

## Objectives

After this lesson, students will be able to:

- Pitch ideas in an informal context

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### Overview/Purpose:

In this lesson, students consider the challenges of an informal presentation and prepare accordingly.

### Guiding Questions:

- How do expectations change for an informal pitch vs. a formal pitch?
- How can we best prepare for pitching in an informal setting?

### Recommended Time:

45 – 90 minutes

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### Common Core State Standards:

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

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

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

### Materials:

Dependent on groups

### Technology Required:

Computers recommended

### Lesson Design:

- Explain that defenders who want to rock their worlds know their audience and what their audience expects.
  1. At the Rock Your World Expo, students will be presenting to an audience of peers, adults in the school, and community members.
  2. Because the Expo is an informal setting, people will not expect presenters to launch into a formal presentation when they are approached. In fact, this might turn some people away, since their time will be limited.



## Lesson 15

### Take Action- Creating Campaigns

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- Present students with this challenge:
  1. How will you get – and keep – people’s attention?
  2. How will you create a lasting impact knowing that at least some attendees at the Expo might have visited several campaigns during a brief class period?
- Students start the work of planning for the Expo by brainstorming creative ways to engage their audience.
- Groups should delegate responsibilities among group members in preparation for presenting their pitches.