

EduTrend Contents

W4C · CIVICS & CITIZENSHIP · MIDDLE SCHOOL

Campaign Makers

Plan an evidence-based campaign for change

Ages 12–14	Level: Intermediate	60 minutes	Teams of 4 · up to 30	Activity 04

Inside: activity at a glance · step-by-step session plan · facilitator notes · 3 student worksheets · assessment checklist

ACTIVITY 04 · AT A GLANCE

Campaign Makers

Teams choose a local or school issue, such as road safety or recycling, and plan a campaign. They gather evidence, map who has the power to make the change, write a clear goal and message, choose actions and plan how they will measure success.

Learning outcomes

By the end of the session students can:

- identify an issue and gather evidence about it;
- map stakeholders by interest and influence;
- plan a campaign with a SMART goal, key message and actions;
- evaluate responsible and effective ways to influence decisions.

KEY WORDS

campaign · issue · evidence · stakeholder · decision maker · petition · message · active citizenship

CURRICULUM LINKS

Citizenship: active citizenship and ways to bring about change. Media and English: persuasive writing. C3 Framework, Dimension 4: taking informed action.

1	2	3	4	5	6
NOTICE	**LEARN**	**LISTEN**	**DISCUSS**	**DECIDE**	**ACT**
What is the issue?	Rights and rules	Hear every view	Weigh the evidence	Vote or agree	Make a difference

Materials (per team)

- Issue cards or a list of local issues
- Evidence pack or access to local news and council websites
- Stakeholder map template (interest and influence grid)
- Poster paper and pens
- Worksheets 1, 2 and 3

Before the session

- Prepare a list of real local or school issues students could campaign on.
- Find one example of a successful youth-led campaign.
- Print stakeholder grids.
- Agree which campaigns could actually be run in school afterwards.

SAFETY

Campaigns stay respectful, lawful and safe. No contacting strangers online; any outreach goes through the teacher.

ACTIVITY 04 · SESSION PLAN

Step by step

The strongest campaigns target the person who can make the change, not just the people who agree.

Time	What happens	Say or ask
0–10 min Hook	Share an example of a youth campaign that changed something.	*"What made it work?"*
10–20 min Choose	Teams choose an issue and list evidence they have and need.	*"How do we know this is a problem?"*
20–30 min Map	Teams map stakeholders on the interest–influence grid.	*"Who can actually make this change?"*
30–50 min Plan	Teams write a SMART goal, message and three actions.	*"How will you know you have succeeded?"*
50–60 min Pitch	Teams pitch in 60 seconds; class gives feedback.	*"Is the ask clear and reasonable?"*

CHALLENGE CARD (print or copy onto the board)

Plan a campaign on a real issue with evidence, a stakeholder map, a SMART goal, a clear message and a way to measure success.

ACTIVITY 04 · FACILITATOR NOTES

The citizenship in brief

Active citizens can influence decisions by voting, petitioning, contacting representatives, raising awareness, volunteering and helping others. Effective campaigns use evidence, a clear and achievable goal, a simple message and a target: the person or body with the power to make the change.

A stakeholder map places people by interest in the issue and influence over it. High-influence stakeholders are the main targets; high-interest, low-influence groups are potential allies. Responsible campaigning respects others' views, uses accurate information and stays within the law.

Common ideas to listen for

- "Young people can't change anything." Youth campaigns have changed school, local and national policies.
- "Getting lots of likes is success." Success means the change happens.
- "The best campaign is the loudest." Evidence and a clear ask are more persuasive.

Adapting the activity

Support

Provide a pre-chosen issue with an evidence pack and a partly filled stakeholder map.

Stretch

Write a formal letter to the relevant decision maker and plan how to follow up.

WORKSHEET 1

Issue and evidence

Name: _____ Class: _____ Date: _____

Define the problem.

Our issue

Evidence

Evidence	Source	How reliable?

WORKSHEET 2

Stakeholder map

Place each stakeholder on the grid.

Interest and influence grid

Horizontal axis: interest. Vertical axis: influence. Circle your main target.

Our main target and why

WORKSHEET 3

Campaign plan

Make it specific.

SMART goal

Key message (one sentence)

Three actions

How we will measure success

FOR THE TEACHER

Assessment checklist

Use during the session. One sheet covers up to eight students; copy as needed.

Student	Uses evidence to define an issue	Identifies decision makers	Plans realistic, responsible action

Suggested codes: W = working towards · E = expected · G = greater depth

ABOUT THIS ACTIVITY

Campaign Makers is a sample activity from the EduTrend Contents W4C Civics & Citizenship programme (middle school, level: intermediate). Every activity in the programme follows the same format: a practical challenge, a clear session plan, facilitator notes and ready-to-print worksheets, so that teachers, club leaders and parents can run it without extra preparation.

Full 15-, 20- and 32-week programmes are available from EduStore at edutrend.org.

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