



Campaigning

Lesson objectives

Learn how campaigning can be used by individual citizens working together to bring about change

Success criteria

- Identify the main elements of a successful campaign
- Choose topics that would be suitable for a campaign
- Devise a suitable slogan to describe a campaign

Introduction to the learning

In pairs think about where people like us can get changes made?

(At school, where you live, in the country, in Europe, in the world?)

Invite members of pairs to make suggestions.

Debate: can we really change things across the world?

Main body of lesson

A campaign is one way of getting changes made.

In small groups discuss what makes a successful campaign. List the main elements.

Then compare notes with another group and come up with an agreed list

Invite each group pair to provide one different element, and build a list on the whiteboard.

When list complete invite debate and comment on each.

The list might include

- A good topic (what does that mean?)
- Large number of supporters (how will you get them?)
- High visibility (how do you get that?)
- Good communication (electronic?)
- Reaching the people who make the change.

Back to your pairs

Choose a topic for a campaign, decide who you need to reach to get the idea accepted, and write a slogan to put on billboards/ name of website.

Allocate to each pair which community the topic should relate to:

School
Where you live
The country

Challenge and extension activities

Choose a topic for change in
Europe
The world

Put the topics on the whiteboard.

Ask the class individually or show of hands to rank each out of five (one lowest, five highest) in terms of likelihood of success

Feedback and assessment

Teacher observation of small group discussion, teacher questioning to individuals and groups

References

Department for Education
Citizenship programmes of study
2013

www.citizensofeurope.org