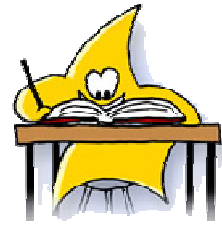


# KS4 Campaigning



## Lesson objective

Learn how to plan a campaign to bring about change in the community

## Lesson plan - Campaigning

### **Starter** (10minutes)

By the end of the lesson you will be able to put together a plan for a campaign and draft a campaign proposal.

### **Whole class discussion**

Reminder of what regular channels are open to us to try and get things changed.

Work in pairs for a couple of minutes to list the channels

### **Plenary feedback:**

Regular channels: School: school council; Community: parish council, district council

National: Parliament

Europe: European Parliament

So why go to the bother of a campaign?

Possible responses:

- ◆ Politicians don't listen to us as individuals.
- ◆ Numbers make an impact.
- ◆ The matter is urgent.

Anyone taken part in a campaign? Tell us about it.

**Main part of lesson**

**Whole class discussion**

Today we are going to look at the things that you need to do to plan a campaign.

First we need to choose a topic for the campaign. It's got to be something you really care about and are prepared to spend time working at.

**In groups**

Get the class into groups of four; give them five to 10 minutes to decide on a topic of interest to them. If stuck and need suggestions, it could be

- ◆ school based (longer lunch break)
- ◆ local (keep a library open),
- ◆ national (student vote at 16),
- ◆ European/ international (save some endangered species)

*(You could give the class notice of this task so they come to the lesson with some ideas)*

To a gifted and talented group, if they want suggestions, suggest a ban on all flights, take-off and landing, between 22:00 and 06:00 at major airports.

To the same group, for a European dimension, campaign to have just one place for the European Parliament, not two as now.

**Sum up to date:** So you have taken the first step in planning a campaign. You have chosen the topic.

Next, think about some of the things you have to do to get a campaign off the ground. Stay in your groups. Use the worksheets and answer the questions.

Take another five to 10 minutes. Appoint a spokesman.

After five or six minutes, get one group to join up with another to test their ideas on each other.

**Plenary feedback**  
*(10 minutes)*

Use the whiteboard prepared with the worksheet questions and type out answers that are common to all groups.

**Plenary close**  
*(5 minutes)*

In pairs, or silent work, produce in a few sentences the first paragraph of the press release announcing the campaign.

For differentiation, get one group to devise a slogan and/or logo for their campaign.

**Worksheet**

Planning a campaign      [www.citizensofeurope.org/filepool/KS4\\_CN1.pdf](http://www.citizensofeurope.org/filepool/KS4_CN1.pdf)

**Reference**

The European Parliament  
[www.citizensofeurope.org/full\\_article.php?article\\_id=144&cat\\_id=6](http://www.citizensofeurope.org/full_article.php?article_id=144&cat_id=6)

**Programme of Study**

1.1 (a), 2.1(a), 2.2 (b-c) 2.3(c), 3 (d, h, m)

**Attainment Target**

Levels: 6 and 7 with extension to 8