

Awareness Campaign Proposal Template

Student Name:

Instructions: In the sections that follow, please consider the different prompts and how they would help you think through an awareness campaign related to a topic of your interest. The goal for this activity is to apply learning from this unit and practice strategic thinking in relation to an issue you care about. Please be aware that it is not the intent of this teacher that you will actually implement your campaign as a class project. This campaign, unless you deem it otherwise, is simply imaginary!

The Issue

1. Name your issue.
2. How would you describe your issue? Be sure to explain it with sufficient and accurate detail. Also describe how it affects individuals, society, or an entity such as the environment.
3. Why is your issue important to you? Why do you care about it?
4. Who is the primary audience you will focus your campaign on? Can you describe, how old they are, where they live, what they might care about?

TEACHING HUMAN DIGNITY

5. In this audience there are probably some people who know something about this issue but don't care very much about it. Speculate about why this might be so and how you can help them become more aware and interested in it.

6. In this audience there are probably some people whose views/ values create a personal "screen" that makes it difficult for them to see the issue at all or to see it differently than you do? Explain. How might you reach members of this audience?

7. What other aspects of the campaign will you tailor to your audience? *(For example, will you select media types that you know this group uses? Examples relevant to them? Slogans that will be meaningful? Colors/graphics, etc.)*

Campaign Survey

8. Write a summary of what your campaign will involve and how it will be implemented.

Major Campaign Messages

9. Include a bulleted list of campaign messages you will share with your audience.

Media Selection

10. What medium or media will you use? Why? (*What is your reasoning?*)