

LESSON PLAN

Activity Title: Module 2 – Lesson 7 Planning a Campaign

Space Needed: Classroom, tables, chairs

Time Required: 1 Hour.

Audience: Indicate which grade levels : 3rd-8th

Materials Needed: Chart paper; markers; dictionaries.

Outcomes:

- | | | |
|--|--|---|
| <input type="checkbox"/> Safety and Structure | <input type="checkbox"/> Self-Worth | <input type="checkbox"/> Mastery and Future |
| <input type="checkbox"/> Career | <input type="checkbox"/> Physical Health | <input type="checkbox"/> Mental Health |
| <input type="checkbox"/> Intellectual | <input checked="" type="checkbox"/> Civic and Social | <input type="checkbox"/> Responsibility |
| <input type="checkbox"/> Spirituality and Self-Awareness | | <input type="checkbox"/> Cultural |
| <input type="checkbox"/> Belonging and Membership | | |

Opportunities:

- | |
|--|
| <input type="checkbox"/> Exploration, Practice, & Reflection |
| <input type="checkbox"/> Expression & Creativity |
| <input type="checkbox"/> Group Membership |
| <input checked="" type="checkbox"/> Contribution & Service |

Subject Area :

- | | | | | |
|-------------------------------------|---|---|---|-------------------------------|
| <input type="checkbox"/> Literacy | <input type="checkbox"/> Social Studies | <input checked="" type="checkbox"/> Character | <input type="checkbox"/> Science | <input type="checkbox"/> Math |
| <input type="checkbox"/> Recreation | <input type="checkbox"/> Creative Arts | <input type="checkbox"/> Technology | <input type="checkbox"/> Health / Nutrition | |

Skill / Concept Objective:

To understand the meaning of "campaign", and to determine the specifics of the students' campaign.

Vocabulary Targeted:

Campaign; any other words that students identify as unfamiliar throughout the planning process.

Activity Description:

Ask students to find the word "campaign" in the dictionary. Help them identify which use of the word best matches Belcher's Campaign and the campaign the students are planning. (Noun – an undertaking organized to achieve a specific objective.) Based on this definition of a campaign, begin to lead students through a process to determine the following about their campaign:

- What is the specific objective for our campaign?
- What are the intended outcomes of our campaign?
- Who is the target audience of our campaign?
- What is our message?
- What is the time frame for our campaign?
- What do we need to conduct our campaign?
- How will we communicate our message?

When these items are determined, the group can begin to assign tasks to various group members, determined by student interests and strengths.

How will the impact of this lesson be measured?

The impact of this lesson will be measured by a completed plan for a campaign. The plan will be written on chart paper, and specific tasks will be assigned to students.