

LESSON PLAN

Activity Title: Module 5 – Lesson 7 Applying Information – Developing a Campaign

Space Needed: Classroom space for group work.

Time Required: 1-3 hours, depending on the type of technology that is needed.

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

Materials Needed: Computers; Resource books; general art supplies; large white construction paper; other modes of communication, as determined by the work groups.

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 checked="" type="checkbox"/> Expression & Creativity |
| <input type="checkbox"/> Group Membership |
| <input 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 checked="" type="checkbox"/> Creative Arts | <input type="checkbox"/> Technology | <input type="checkbox"/> Health / Nutrition | |

Skill / Concept Objective:

To demonstrate knowledge of the elements of a campaign.

Vocabulary Targeted:

Same vocabulary stressed in previous lessons in this module.

Activity Description: Ask students what must be considered when developing a campaign...lead the discussion to include:

- Who will be out "target audience"? (Target audience might be a school or community group, an animal shelter, etc.)
- What is our message?
- How will we communicate our message? (Flyers, posters, a homemade video, a recording, a Power Point, a live performance, or a combination of some of these)

Write these key elements listed above on the board or chart paper. Allow small groups that met in lesson 6 to develop a campaign, to include all elements listed on the board. Assist groups in accessing the media they need to create their campaigns. If a group wants to use a form of media that is not available, help them select another. Tell the groups that they will share their completed campaign with another group when they are finished.

How will the impact on learning be measured?

Impact on learning will be measured by the completed campaign developed by each group.