

## 1. What is a campaign?

**Aim:** To enable young people to differentiate between an issue and a campaign.

**Time: 35 minutes**

### **What you need:**

Prompt sheet

Pens

Paper

### **Plan:**

Divide young people in to pairs and ask them to come up with a list of things they would like to see changed. It can range from something very small and local, through to national and global issues.

Then get the young people to discuss and note down what actions they currently take or could take to set about changing the things they don't like.

Come back into one group and go through what they have come up with.

Questions for discussion:

- Why have they chosen the actions they have?
- Are these one-off things that they will do or are they part of a wider set of actions they will take to try and get what they want?
- Is it something they do by themselves, or do they join up with other people / organisations?
- Who are they targeting with these actions?
- Why have they chosen those people?

(20 minutes)

Then ask the group if any of them has ever participated in a campaign. If anyone has, ask them to tell the group a bit more about it.

Now, in two columns marked "Campaign" and "Other Action" list the things that the group feel tend to make something a campaign or are features of a campaign, and those that are not. Do any of the actions they listed on the activity sheet constitute a campaign? Why? Use the prompt sheet to help young people with this part of the exercise.

The aim of this is to enable young people to differentiate between an issue and a campaign, so that they start to see that campaigns are not just about one-off actions, but are part of a series of activities which want to convince people of a particular cause or influence their decisions through the use of persuasion.

(15 minutes)

## 1A Prompt Sheet: What Is a Campaign?

Sign a petition

Join a Facebook group

Go on a demonstration

Organise a public meeting

Write a blog

Wear a wristband

Wear a badge

Write a letter to an MP

Fill out a survey

Join an organisation (like Friends of the Earth)

Stand for election

Write letter to a newspaper

Posting something on Twitter