



LET'S CAMPAIGN! LESSON PLAN (K-8)

OBJECTIVE: The Steering Committee will create campaigns for the top project ideas to inform the rest of the student body.

TIMELINE: It is recommended to use this lesson plan approximately 3-4 weeks prior to your Vote Day.

APPROXIMATE LESSON LENGTH: 2-3 Steering Committee meetings

INSTRUCTIONS:

- 1. Begin by defining** the term 'campaign':
 - Write or read aloud a definition: "A connected series of operations designed to bring about a particular result" (Merriam-Webster).
- 2. Ask** students about what different types of campaigns they are familiar with and share some common campaigns they might be familiar with:
 - Marketing Campaigns
 - Candidate Campaigns
 - Issue-based Campaigns
 - Others?
- 3. Explain** that today, and for SPB, we are going to focus on issue-based campaigns or ballot initiatives.
 - In Arizona, voters can draft initiatives and petition for legislation to be added to the ballot. This is called a citizen initiative referendum or ballot initiative and is unique to our state's constitution. Ballot initiatives are similar to the projects we have developed for our SPB ballot!
- 4. Explain** that the number one mission of any campaign is to 'Get Out the VOTE!'. Campaigns do this by communicating with others and delivering engaging content that inspires people to get out and vote on election day.
 - **Ask** students to **brainstorm** different types of communication mediums. This discussion will help the Steering Committee understand the different ways to inform the student body of the top projects. Examples may include:
 - a commercial
 - an ad in the newspaper, magazine, or social media

- a poster that has been created
 - hearing about something on the radio, news, or by word-of-mouth
 - Events
 - Debates
5. Split the Steering Committee into project groups to discuss the type of advertisements they want to create for their project.
 6. Over the next few meetings, the Steering Committee, with SPB Sponsors' help, will create videos and/or voice messages to be played during morning announcements, flyers, social media posts, and much more for their project.
 - Remind the Steering Committee to include the catchy title of their project, short description, images, estimated budget, and the category it is based on: School Beautification, Recreation, Environment and Sustainability, Technology, Health and Wellness, etc.
 - The Steering Committee can also add any of these items to their advertisement:
 - Why the project is needed at your school
 - How the project will benefit a large group of students or a small group of students who really need it
 - How the project will have a lasting impact
 - The number of submitted ideas that informed this project
 - This process will take a few weeks to complete (2-3 Steering Committee meetings).
 7. Once the Steering Committee completes the advertisements, they will share them with the whole group for feedback and suggestions before finalizing and sending it for SPB Sponsor and principal approval.
 8. After all project advertisements have been completed, they should be shared with the entire student body.