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| Planning my campaign on - | | |
| AIMS AND OBJECTIVES | State a clear OVERALL aim (s) and at least 2 Objectives for each aim. | <ul style="list-style-type: none"> ○ Aims might be to: A change in the law: To raise awareness; Encourage reporting (etc) ○ Objectives should be – precise and measurable. ○ Include Examples |
| TARGET AUDIENCE | Say who your campaign is aimed at – Local or national? | <ul style="list-style-type: none"> ○ This should be focussed as it shows evidence of planning – e.g., young people between the ages of 18 and 25 who frequent nightclubs (drink spiking campaign) |
| MATERIALS | Materials (1): a logo and slogan and Print materials (3 in total including the logo) | MATERIALS (1): Make a poster, flyer, or leaflet – State why these design choices, e.g. my poster will be colourful and eye-catching and will appeal to a youth audience |
| | Materials (2): merchandise products (X3) | MATERIALS (2): Logo and slogan on each item – State why these product choices, I will use mugs, mugs are long lasting and if people take them to work, they will reach a wide audience, possible for months or even years to come. |
| | Materials (3): Social media post (x3) | MATERIALS (3): Explain your choices of social media, e.g. TikTok for a youth audience, INSTAGRM for an older audience – you need at least 3 different posts. |
| Financial Plan | Create a plan and you could summarise discissions in a table | MATERIALS (3): Where will you get money to start your campaign. Find or estimate how much each material or event will cost and any profit made - This will be useful in AC3.3 – justification of your campaign |
| Timescales (Sequencing of Events) | Create timescales for the project – these should be detailed and sequence all of the events you are planning for this campaign. | <p>STAGE 1: RESEARCHING THE ISSUE</p> <ul style="list-style-type: none"> ○ You will need this for your justification section (AC3.3) ○ Statistics on victims and offenders ○ Some effects of this crime ○ What is the law now and what needs to change |
| | Be realistic – so you might (for example), spend two weeks researching; two weeks designing; four weeks making your materials, sending out invites, etc; and a 4 weeks carrying out activities in your campaign (e.g., having a cake sale; displaying posters; having a march or a rally. | <p>STAGE 2: DESIGNING MY MATERIALS</p> <ul style="list-style-type: none"> ○ Explain how you will design the materials you use (programmes, people and resources) ○ e.g. I will need a graphic designer and the Photoshop programme. |
| | Remember to say where you will display posters (e.g. college canteen, or sell merchandise, or host your part (Luton Sixth Form College). Try to sound as professional as possible. | <p>STAGE 3: CREATION OF MATERIALS</p> <ul style="list-style-type: none"> ○ Explain how you will create material: ○ e.g., <i>using the money from raised by the fashion show I will purchase all merchandise (mugs, t shirts and wrist bands) needed for the campaign.</i> |
| | | <p>STAGE 4: IMPLMENTATION PHASE</p> <ul style="list-style-type: none"> ○ Describe what you will be doing – that might include: ○ Your launch ○ Other events ○ Putting up posters ○ Your use of social media ○ Interview with the press and influencers ○ A final event (a rally, a march, party etc. |