

Lesson 7: Campaign Builder Worksheet

Plan Your Message for Change

EXAMPLE:

Campaign Title: Walk for the Planet!

Campaign Element	Example Answer
Problem Statement	Too many students are being dropped off at school by car, increasing traffic and pollution.
Main Message	Walking to school helps your health <i>and</i> the planet.
Target Audience	Year 7 and 8 students in our school
Format	Poster and social media story
Visual and Verbal Persuasion Techniques	Bold colours, before-and-after photos, strong slogan: "Step Up, Not Back!"
Call to Action	Walk to school twice this week – take the first step today!

Build your own campaign!

Campaign Title: _____

Campaign Element	Your Plan
Problem Statement What issue are you trying to change or raise awareness about?	
Main Message What is the one key idea or message you want people to remember?	
Target Audience Who are you speaking to? (e.g. students, parents, community)	
Format What format will you use? (e.g. poster, short video, Insta post, podcast)	
Visual and Verbal Persuasion Techniques What images, colours, words or emotions will make your message powerful?	
Call to Action What do you want people to do after seeing your campaign?	