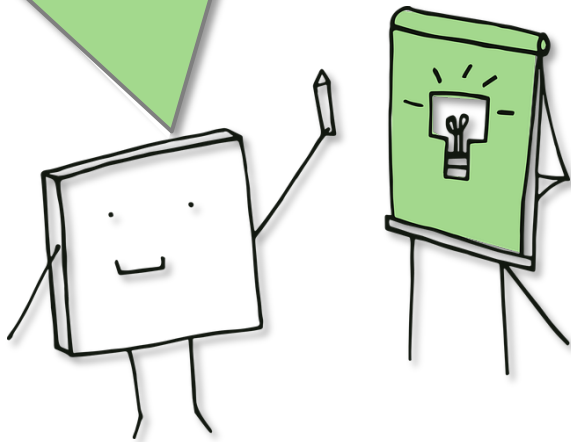| Name:	My Team mate(s):
Class:	

Year 6 Signature Work Inquiry:
Cool Water
Campaign Planning

> *Form a small team of 2 or 3 to design and run a persuasive campaign based on one of these four UN Sustainable Development Goals*

Feedback:

SUSTAINABLE DEVELOPMENT GOALS

3 GOOD HEALTH AND WELL-BEING

6 CLEAN WATER AND SANITATION

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

14 LIFE BELOW WATER

3 GOOD HEALTH AND WELL-BEING

Exploring

6 CLEAN WATER AND SANITATION

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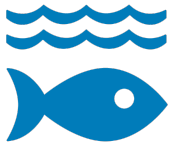CONNECT   WONDER   INVESTIGATE   CONSTRUCT   EXPRESS   REFLECT   2

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION

Our Goals

14 LIFE
BELOW WATER

Now visit the ACTION STATIONS. For each station, write down some examples of actions you could take that address a specific goal.

1. Write a letter

2. Take practical action in your community

3. Make a pledge – and encourage others to do so too

4. Advertise your ideas

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CONNECT WONDER INVESTIGATE CONSTRUCT EXPRESS REFLECT 4

<div style="border: 1px solid orange;">

5. Support a charity

</div>

<div style="border: 1px solid orange;">

6. Amplify your voice or actions

</div>

<div style="border: 1px solid orange;">

7. Artivism

</div>

Got some ideas that don't fit any of the boxes? Note them here:

As a group, choose your top three GOALS that you are interested in (perhaps one each?). Now work together to choose ONE to focus on. Explain why you have chosen it.

Goal 1:

Goal 2:

Goal 3:

We have decided we want to campaign for

Because

Now that you know what your cause is, you need to decide how to get your message across. You might want to revisit some of the goal posts or action stations before you decide what ACTION you want to take.

What action does my group want to take? (You might choose more than one – think about personal, community and global focus)

Who is our audience? (if you have decided to take practical action, how will you share news of that to encourage others to join you?)

Why have we chosen this action?

What are we hoping to achieve?

CONNECT WONDER INVESTIGATE CONSTRUCT EXPRESS REFLECT

Gathering evidence

Regardless of the ACTION you are taking, you need to think about:

- THE PROBLEM: Why is your issue a problem? Who is affected? Why does it matter? What will happen if there is no change?
- THE SOLUTIONS: Who can make a difference? How can they make a difference? (what are you asking people to do?)

In order to persuade your audience to make a change you need to gather **evidence**. Make a list below of any sources of evidence that you use. You can keep adding to it throughout the project. Don't forget that if you use any images in your work, you need to say where they come from too.

Source	Author(s)	Title	Date	URL (if it is online)
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Our GOAL:	Our ACTION:

The Problem

Information we have found about **THE PROBLEM** (note which source it came from e.g. Source 1)	Why will this information make people care about our issue?

The Solutions

Information we have found about **possible SOLUTIONS** (note which source it came from e.g. Source 1)	How practical are these for our audience?

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ACTION PLAN

Now that you have gathered some information, what do you need to do next? Use this space to plan how you will divide any jobs between your team members.

Over the next few pages you will find helpful tips on planning presentations and posters. Remember that if you are planning to take any action outside school, you will need to report back on it in school during campaign week. How will you do this? Poster? Presentation? Newsletter article? Take photos to share if you can.

Powerpoint presentation planner

ONE main point per slide

- WHY?
- WHAT?
- HOW?

- Plan the main theme of each slide and who will design and present it BEFORE you start
- Finish strong - perhaps a 'call to action' slide?
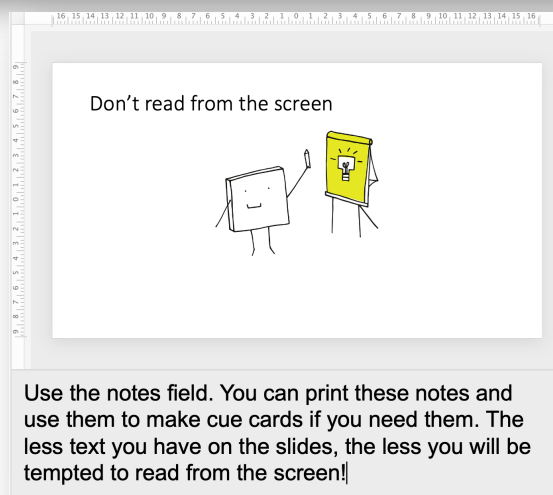
Slide titles – 44pt+

- Text no less than 24pt
- Maximum of ONE slide per minute
- Maximum of 6 words per line
  ....and 6 lines per slide
- Use images instead where you can

A *picture* is worth 1000 *words*
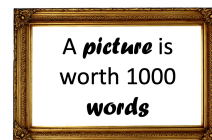
Design

- Avoid too much animation or flashy transitions
- *Don't use* more than *two fonts*
  - (stick to ones that are easy to read!)
- Choose colours that are easy to read
  - You could use a 'Contrast checker' to check your colours e.g. https://accessibleweb.com/color-contrast-checker/
- Use the 'Designer' tool on the 'Design tab' – AT THE END
- Give the whole presentation a consistent style.

Designer

Don't read from the screen

Use the notes field. You can print these notes and use them to make cue cards if you need them. The less text you have on the slides, the less you will be tempted to read from the screen!

Don't forget to make a note of all the sources you used on the last slide!

What do you want people to do?

Why?

Who is your audience?

Slide	Main point	Who is responsible?
1	Title slide:	
2		
3		
4		
5		
6		
7	Reference slide: Put the title and author of all the books, and URLs for any images or websites you used. You don't need to show this slide when you present.	

Poster planner

What do you want people to do?

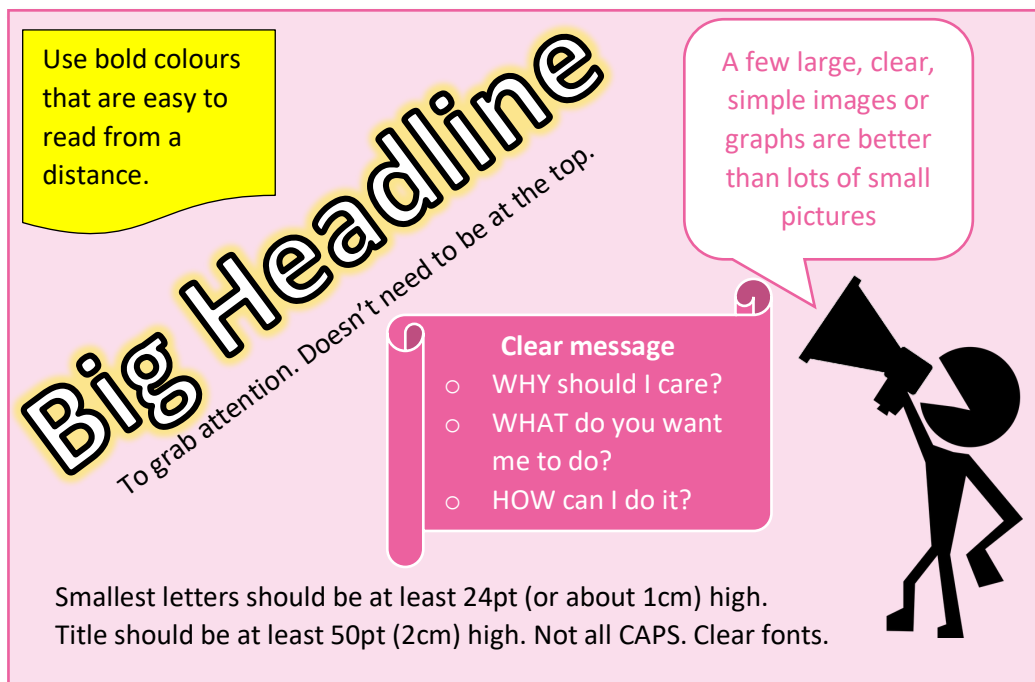Why?

Who is your audience?

Where are you going to display your poster?

How big should it be? Portrait or landscape?

How are you going to make it?
- ☐ Draw/cut/stick?
- ☐ Word?
- ☐ PPT? If you use PPT, make sure you set the **slide size** to A3 or A4.

Why have you chosen this method?

Use bold colours that are easy to read from a distance.

Big Headline

To grab attention. Doesn't need to be at the top.

A few large, clear, simple images or graphs are better than lots of small pictures

Clear message
- o WHY should I care?
- o WHAT do you want me to do?
- o HOW can I do it?

Smallest letters should be at least 24pt (or about 1cm) high.
Title should be at least 50pt (2cm) high. Not all CAPS. Clear fonts.

Don't forget to make a note of all the **sources** you used, including images. You can do this on the back of your poster to avoid cluttering the front.

Make a rough poster plan on the back of this sheet or on a rough sheet of paper.
You might want to do more than one before you start making your poster, and choose the best.
Think about the key facts/ information/ phrases/ images you MUST include.

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Extra space for notes and plans…

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Extra space for notes and plans…

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Extra space for notes and plans…

Extra space for notes and plans…

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