



# CAMPAIGN PLAN

Your task is to create a campaign to encourage others to protect Scotland's precious water and Keep Scotland Flowing.







Answer the following questions to help you start planning your campaign.

## CAMPAIGN PLAN IDEAS

**What water system problem do you want to address?**

Some ideas to get you started:

-  what to put down the toilet
-  sink blockages
-  saving water
-  how to wash your bike/car

**What is your campaign aim?**

Your aim will link to the water system problem you are trying to solve.

**What are the possible ways to solve the problem you choose?**

YOUR GROUP'S ANSWER

## VOCAB

**Campaign:** A campaign is an activity or event to convince people to do something.

**Aim:** Aim is what you want to happen.



# CAMPAIGN PLAN

## CAMPAIGN PLAN IDEAS

**Who do you think should hear your ideas?**

-  Children
-  Teenagers
-  Adults
-  Everyone

**What kind of campaign are you going to make?**





Some ideas to get you started:

-  Video
-  Song or Play
-  Website
-  Social Media
-  Article
-  Flyer
-  Poster

**How long will your campaign last?**

**How will your campaign be shared with others?**

Some ideas to get you started:

-  Around the school or community
-  On the school website
-  School or class blog
-  School social media page

YOUR GROUP'S ANSWER



# CAMPAIGN PLAN

## CAMPAIGN PLAN IDEAS

YOUR GROUP'S ANSWER

How have you shown creativity in your campaign?

How well have you shared your message?

How new or original is your campaign?

## SUCCESS CRITERIA FOR YOUR CAMPAIGN:

CONTENT	CHECKLIST, TICK OR COMMENT, ONCE COMPLETED
Campaign aim?	
Issue to be solved?	
Who do you want to hear your ideas?	
How well is the campaign suited to the people you want to hear your message?	
Our campaign is creative	
We shared our message well	
Our campaign is new or original	