

LESSON PLAN:

HOW TO BUILD A CAMPAIGN



OVERVIEW:

This lesson supports students to plan and build an effective campaign, using the Peterloo Massacre as a historical example and a selection of modern case studies as inspiration. It asks students to evaluate what makes a protest effective and look at the impact of the Peterloo Massacre.

LEARNING OBJECTIVES:

- To understand the different ways that people can protest
- To be inspired to become active campaigners for change

SUITABLE FOR:

Age 11-14

ADDITIONAL MATERIALS:

- Case studies slide deck

RESOURCES:

- Slide deck
- Worksheets
- Peterloo1819.co.uk website

KEY ACTIVITIES:

Step 1 – Intro and get into groups (4 minutes)

Using the slide deck teachers will introduce the activity. Students will get into groups of four or five for the lesson.

Step 2 – Choose your issue (3 minutes)

In their groups, students use the sheet to identify which issue they have to build a campaign on. They will then have 5 minutes to come up with a specific idea to campaign on around the issue.

Step 3 – Gathering inspiration (15 minutes)

Explore case studies of protests and campaigns – either in groups or as a whole class to explore some of protests and campaigns, discussing and evaluating what is effective.

Step 4 – Set your parameters (3 minutes)

Ask students to pick the 'parameters' of their campaign out of a hat. Prepare these resources in advance.

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KEY ACTIVITIES:

Step 5 – Generate ideas (10 minutes)

Ask students to generate campaign ideas.

Step 6 – Analyse your ideas (5 minutes)

Using the worksheets, ask students to identify their top three ideas and analyse them using the questions on the worksheet. Identify one idea to take forward.

Step 7 – Develop and prepare (10 minutes)

Ask students to develop their idea further, preparing to present the idea to the rest of the group.

Step 8 – Present your ideas (10 minutes)

Present your campaign idea to the rest of the class in two minute pitches.