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| Name |  | Date |  |

**Notes page: Unit 4, section 1 – Development of campaign strategy for issue (15 marks)**

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| 1. **Choose a campaign issue and state the objectives you want from the campaign and how these address Citizenship issues.** |
| Exemplar answer: (Tamara’s campaign is about raising awareness of the UN’s work. She is from Birmingham.)  *My chosen campaign is raising awareness of the UN’s work. My two objectives are*  *(1) to raise awareness about the UN amongst refugee children, and (2) to encourage local Head teachers to organise school assemblies about the UN.*  *My objectives address various Citizenship issues. For example, children will learn more about their rights and about the responsibilities of peace-keeping organisations.*  *The objectives will also help them to decide what is fair and what is unfair. In addition,*  *they will help refugee children to express their opinions about the effects that the UN has had in their countries.* |
| My chosen campaign is |
| My objectives are:  1.  2.  3. |
| The objectives my citizenship issue address are:  1.  2.  3. |
| Overall what I hoped to achieve coming into this campaign was: |
| Evidence = Appendix 1: Resource 1 (tick if present) |
| **(b)** **Decide on the methods of campaigning you will use and say why these methods will help you achieve your outcomes.** |
| Exemplar answer: (Ishat’s campaign is about improving relationships between Christians and non-Christians. He lives in Leeds.)  *I am going to use three campaign methods. I will ask for the support of local religious*  *leaders, I will email members of a local church, and I will write a letter to a local*  *Gurdwara. My outcomes will hopefully be met. As I will contact people formally (using polite and persuasive language), local citizens should have faith that I take the issue really seriously. They will also see that I have done lots of research about religious tolerance and that I can recommend websites.* |
| The three main campaign methods I will be using are:  1.  2.  3.  Stretch & Challenge - Other methods I have used include: |
| I believe these methods are the most suitable to meet my objectives because:  1.  2.  3. |
| The biggest challenges I think I will face during the course of this campaign are:  1.  2.  3.  Stretch & Challenge – I anticipate these challenges will affect my campaign by: |
| Evidence = Appendix 2: Resource 2 (trick if present) |
| **(c) Attach a brief plan of your campaign which shows how you manage time and resources.** |
| Exemplar answer: (Megumi’s campaign is about employers encouraging employees to be active citizens. She lives in Exeter.)  *I have attached an A4 sheet which shows how I planned my campaign. My A4 sheet has six sections. Section (1) demonstrates my outcomes, and (2) shows what I already knew about active citizenship in the workplace before starting Unit 4. (3) describes who I am going to target in my campaign and why I chose them. (4) explains how long I will spend on the actual campaign, and (5) mentions the health and safety issues I need to think about. (6) outlines how a local businesswoman (a person of power and influence) is going to help me to evaluate my campaign.* |
| I have attached the following documents that show how I planned my campaign with my party:  Appendix 3 – Part meeting sheets: These show  Stretch & Challenge: Additional evidence includes |
| My individual role was to undertake the following tasks:  1.  2.  3.  Stretch & challenge – additional tasks I took on include: |
| Evidence = Appendix 3: Party meeting sheets (your teacher will provide you with a photocopy of these  Additional evidence (Stretch & Challenge) = Appendix 3.1 (tick if present) |