



UNITE US Campaign Resource Lesson Guide

The accompanying PowerPoint provides tasks and advice to support your students as part of the UNITE US social action programme from The Transformation Trust.

Using this guide, you will be able to help your students develop and activate their social action campaign, over the course of one lesson, or a series of sessions. It can be standalone, or part of a wider series of lessons using additional political resources.

Lesson Guide:

- * ABOUT UNITE US - two slides that outline the UNITE US social action programme and the context for this unique educational opportunity.
- * UNITE US for you! - two slides that explain the competition element of this programme in detail and how they will benefit by participating - leading towards a chance to visit Washington DC to take part in *Campaign College*
- * Lesson Aims - introductory slide outlining a plan of action for each team
- * Pick Your Campaign - your students will need to research, plan and consider their campaign in detail. A range of simple tasks that give them a chance to critically consider this initial and most important of decisions.
- * What do you want to achieve? - questions and tasks to help your students set realistic goals for their campaign. Thinking local and setting goals that can firmly deliver on during the few months of their initial campaign.
- * Messaging - consideration of successful past political and social action campaigns, and how they might distill their own ideas into a strong message that is easily communicated to their audience.
- * Who are you aiming for? - research and analysis of their audience, to ensure that they target their campaign effectively and reach an audience willing to engage with their ideas.
- * How will you access them? - help your students create an effective plan of action to deliver their social action campaign across social media and via direct action.
- * Money Matters - their campaign will rely on their own volunteered effort, but can they find ways to engage the local community and funding streams from relevant stakeholders. A key battle for widening interest and impact of their social action.
- * Evaluation - a vital chance to look back over their planning so far, to consider how they can measure the impact of the campaign.

Videos and guidance from our experts can be found: www.unite-us.co.uk