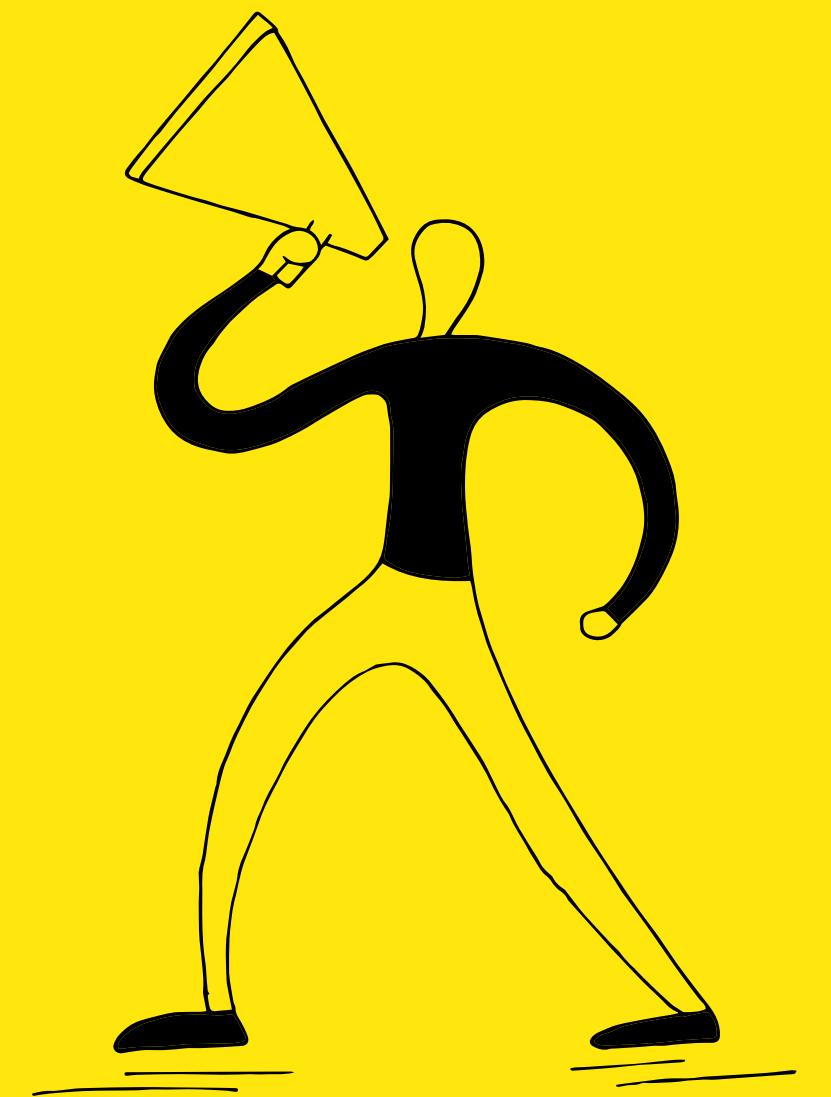


Created by *StudioLR*

Lesson Plan

Campaign for Kindness – Part 1

Duration: 50 mins (Lesson 1 of 4)



Created by **StudioLR**

Campaign for Kindness – Part 1

An introduction to campaigns and how they can be used for good.

During this lesson, pupils will gain an understanding of the different ways campaigns can make people care about something and act differently towards it. They will practice using empathy to inform their thinking and learn about what to consider when creating a campaign.

This is part 1 of a 4 lesson plan

Materials needed:

Lesson Pack, pens, A3 paper, computer (not mandatory)

Related Resources:

[Name of the link](#)
[Name of the link](#)

Campaign for Kindness – Part 1 Lesson Plan

Time	Task
5 min	Introduction to campaigns
5 min	Get into groups
5 min	Quick brainstorm in groups
10 min	Mindmap in groups
20 min	Create campaign idea in groups
5 min	StudioLR's campaign example

Please share your work:

If possible, please make recordings of your work and send them to [Daydream Believers](#).



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