

WORKSHOP 10

CRAFTING YOUR CAMPAIGN

Objectives

Following this workshop, the youth will be able to:

- Understand a range of tactics that can be used for a change campaign.
- Develop messaging related to their group's policy priority.

Overview

Experience with a range of change tactics supports impactful collective action. Developing shared and consistent messaging is a critical component of any strategy.

Total time

2 hours.

Facilitator Prep

- For Activity 1: Messaging Game 101, select four to six objects of inspiration and hide them behind movable stickies in a basket — use common or unusual items (e.g., paper clip icon, rubber duck image) for more fun.
- Review and summarize AWE evaluation results to share using a modality of your choice.

Welcome

Ask the group to name their personal superpowers — any special ability that they enjoy or are proud of. Provide examples such as empathy, endurance or public speaking. Invite them to see their personal superpowers as strengths that make them unique and interesting.

Connect & Open

Review AWE survey summary and anonymous compliments from last workshop.

Look Back

Ask for a volunteer to recap the last workshop for the group. If not already shared, review that during the last workshop the group learned about the Story Spine approach to storytelling and built a mission statement. Share the group's mission statement on the whiteboard and review. Ask the group whether they are still feeling that the statement captures their collective work and goals.

Look Forward

Share that during today's workshop they will explore key elements of a change campaign, including the importance of clear messaging or a pitch.

Gauging Knowledge

Ask the group, "How do you see our group's policy priority connecting to mental health promotion?"

Frame

Play the video [A Roadmap for Young Changemakers](#). Explain that in this video a young person shares their reflections on making change and highlights how it is often a long and unpredictable process. Having a strong mission statement can serve as both an anchor and a guide in weathering challenges.



Activity 1: Messaging Game 101 (20 minutes)

Aim

This activity involves a game that introduces the process of developing a change campaign. The group will be introduced to a range of tactics that can be used and learn principles that they can apply in their own policy change efforts.

Steps

1. Before starting the game, invite the youth to share words that come to mind when they think of the phrase “change campaign.” Explain that change campaigns are about identifying solutions to an issue on behalf of an individual or group and promoting dialogue on the topic to inform change — something anyone can do.
2. Invite the youth to respond to the following question:
 - a. What kinds of change campaigns have you seen that have impacted you?
3. Offer an example of a change campaign to inspire the group, if needed.
4. After the discussion, note that change campaigns hold the power to ignite transformation. They involve deliberate actions to challenge an existing message about a topic, influence an audience or system to improve processes or conditions.
5. Share the [Change Tactic Menu](#) resource. Review that there are many change tactics to choose from and that using a variety of approaches is most effective for generating momentum and reaching different audiences.

Change Tactic Menu

Select at least one tactic & one platform

-  **Engaging with Media**
- interviews, communicating with a reporter
-  **Event Hosting**
- community meeting, news conference
-  **Letter Writing**
- writing to decision makers
-  **Petitions, Marches or Walk-Outs**
- big engagement events
-  **Creative Protests**
- art-as-protest, flash mobs, banner drops
-  **Position Papers**
- formal opinion & recommendation essay
-  **Boycotts**
- lack-of-engagement event
-  **Run for Office**
- student government, local office
-  **Reach Out to Decision Makers**
- elected politicians, community leaders

Media Platforms:
Instagram, Facebook, TikTok, news media, website

6. Briefly review the following tactics:

- a. Engaging with Media — doing an interview, writing an op-ed (expert opinion piece) or communicating with a reporter to raise their awareness about an issue.
- b. Event Hosting — organizing a community meeting to celebrate, educate and/or fundraise. It could also serve as an opportunity to have elected leaders endorse or speak about your policy priority.
- c. Letter Writing — writing letters to decision makers and encouraging others to also do so is an impactful way to get your message into the hands of those who can create change. The more volume they receive, the better.
- d. Petitions, Marches or Walk-outs — public requests that identify an issue and potential solution, and seek to build broad interest to promote awareness and demand for change.
- e. Creative Protests — involves imaginative strategies, such as art and flash mobs, that are used to increase awareness about a policy priority.
- f. Position Papers — a formal paper describing a particular argument about an issue and how to solve it, which can be used as the basis for a change campaign.
- g. Boycotts — use the power of group participation (or lack thereof) to convince a decision maker to change their practices or policies.
- h. Run for office — elected positions in student government or other settings provides opportunities to engage with leaders and more directly influence policy decision making.
- i. Reaching Out to Decision Makers — contact elected politicians and community decision makers.

7. Divide the group into teams of two to four, depending on the number of people.

8. Have one member of each team pick a sticky note and reveal the object of inspiration.

9. Before sending into groups, ask that each choose one media platform (e.g., X, Instagram, Facebook, TikTok, news media, website) and at least one change tactic (e.g., letter writing, protest, position paper). Let them know that they will have 20 minutes to develop a change campaign related to their object, using the selected media platform and change tactic. Share that each change campaign must include:

- a. A name.
- b. A target audience.
- c. A key message or tagline.
- d. A campaign plan that uses their selected media platform and change tactic.
- e. Bonus — produce an extra feature, like a logo or theme song!

10. Send into groups. Be sure to check in with each group to see if they need help with their campaign.
11. Return to Circle. Have the youth present their campaigns to each other and discuss their experience of this activity.

Facilitator Tips

- Encourage the youth to have fun. Their campaign doesn't need to be about a real issue. The activity is meant to provide an engaging and lighthearted introduction to change campaigns effective for generating momentum and reaching different audiences.

Activity 2: Pitch Perfect: Elevate Your Ideas! (20 minutes)

Aim

This skill building activity leads the group through the development of a short pitch about their policy priority that can be useful when communicating with potential allies.

Steps

1. Ask the group to share their level of familiarity with an elevator pitch.
2. Explain that elevator pitches are an efficient way of sharing your individual, group, or organizational key message(s).
3. Play the *Elevator Pitch Examples* video.
4. Provide the following two elevator pitch examples. Tell the group they will be going into two groups to discuss these pitches. Assign one pitch to each group.
 - a. Elevator pitch 1: "I create graphics for different athletic wear brands. My passion is coming up with creative and different ways to express branding messaging through unique social media posts. I got into this because I love fashion. My interests come from a love for visual aesthetics, understanding market trends and a love for digital creation. I've worked with small local startups and large companies as well."
 - b. Elevator pitch 2: "I have a decade's worth of experience working primarily with small and medium-size firms. If your company is ever in need of an extra set of hands, I'd be thrilled to consult."



5. Before sending into groups, give the following instruction to guide their discussion:
 - a. Revise the pitch to include the following key elements: name, relevant skills/background, and an “ask” that can be delivered in 30-90 seconds.
 - b. What information is missing from the elevator pitch?
 - c. What information doesn’t need to be included in the pitch?
6. Return to Circle and ask the youth to share their revised pitches.
7. Ask the youth to return to their smaller groups. Explain that building on the group’s mission statement, they will work together to create an elevator pitch to summarize and promote the important work they want to lead. Remind them that this pitch should include elements of their story and an “ask” or “call to action.” Let them know this pitch will be helpful because it will provide a high-level summary of the work they are doing for use in discussions with potential allies and decision makers.
8. Send the youth to back to their smaller groups to work on their pitches.
9. Return to Circle and have each group share their pitches.
10. Remind them that having multiple pitches can be helpful in describing the group and their policy priority to different audiences.

Facilitator Tips

- If the groups are stuck or need encouragement to start drafting their pitches, remind them that the information in their mission statement may be a helpful starting point.
- Be sure to help the group edit their elevator pitches to include all necessary information.



Connect & Close: Self-portrait (15 minutes)

1. Share that the goal of this Connect & Close is to allow the group to engage in a low-stress reflection activity through self-portraiture.
2. Tell the youth to trace an outline of their hand on paper.
3. Ask them to use markers or pencil crayons to fill in the hand outline with drawings, colours and words to represent different aspects of themselves.
4. Allow for several minutes of quiet reflection and drawing. Provide some reflection prompts: *What are your hobbies? How can you illustrate your strengths? What personal qualities or values are important to you? What are your favourite community connections?*
5. After 10 minutes, ask the youth to share their hand drawings, if they are comfortable, or how the activity made them feel.
6. Share your own drawing with the group.
7. Circulate the AWE survey and allow a few minutes to complete.
8. After the workshop closes, send a link to the AWE survey by email for those who did not complete it during the session.



Workshop 10 Resource: Change Tactic Menu

Select at least one tactic and one media platform.



Tactics

Engaging with Media

- interviews, communicating with a reporter



Event Hosting

- community meeting, news conference



Letter Writing

- writing to decision makers



Petitions, Marches or Walk-Outs

- big engagement events



Creative Protests

- art-as-protest, flash mobs, banner drops



Position Papers

- formal opinion and recommendation essays



Boycotts

- lack-of-engagement event



Run for Office

- student government, local office



Reach Out to Decision Makers

- elected politicians, community leaders

Media Platforms

- Instagram, Facebook, TikTok, news media, website