

# Community Campaigns: The Power of Perspective

(Year 6 - Ages 11-12):

## Lesson 2 of 9

Name: \_\_\_\_\_ Class: \_\_\_\_\_

### Student Worksheet

#### Activity 1: The Audience Profile (The "Who")

**Task:** Read your assigned "Audience Profile Card." As a Social Investigator, list the core values and interests that are most important to this person or group.

<b>Audience Profile Card (e.g., The Community Elder)</b>	<b>Core Values &amp; Interests (What matters most to them?)</b>
Example: The Young Parent (Age 35)	Safety, Future, Practical Help, Time



# Student Worksheet

## Activity 2: The Empathy Investigation (The "Why")

**Task:** Based on their core values, what is one key question or concern you think this audience might have about organ and tissue donation? Write it down, then explain why it matters to them.

<b>Key Question or Concern (What do they need to know?)</b>	<b>Why does this matter to their values? (Connect the question to a value from Activity 1)</b>
Example: "Does donation slow down the funeral process or delay saying goodbye?"	Value: This matters because their Value is Family and Tradition.



# Student Worksheet

## Activity 3: The Campaign Strategy (The "How")

**Task:** Now, use your empathy to design a short, powerful message that directly addresses their question or value. Your message should use a kind, true fact from our lessons (e.g., "The family is always asked").

Campaign Tone: Circle the tone that would best appeal to this audience:

- Scientific & Factual (Focus on data, success rates, and medical process)
- Emotional & Family-Focused (Focus on love, life, and the family's choice)
- Community & Civic (Focus on community contribution and helping others)

The Campaign Slogan: Write a short, memorable campaign slogan (2-6 words) targeted exactly at their values.

Slogan: \_\_\_\_\_

The Key Fact: What is the one crucial fact (from Lesson 1 or the Teacher Content) that will answer their concern or align with their values?

Key Fact: \_\_\_\_\_

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# Student Worksheet

## Activity 4: The Design Challenge (The Final Pitch)

**Task:** Below design a small campaign poster, social media post, or newspaper advert that uses your Slogan and Key Fact to reach your target audience.

- How will you use colour to get their attention?
- What image or symbol will you use (e.g., a handshake, a lightbulb, a flower, a graph)?

