

# Spokes-Heroes: Sharing the Legacy

(Year 6 - Ages 11-12):

## Lesson 8 of 9

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

### Student Worksheet

**Mission:** To design a fact-based "Good News Campaign" that shares the positive truth about the Hero's Pledge and the importance of the Master Key conversation.

#### Activity 1: Spokes-Hero Toolkit Review

**Task:** As an expert Spokes-Hero, consolidate the unit's knowledge. Which two tools (facts/metaphors) are the most powerful for convincing an external audience (like parents or older students)?

Unit Metaphor/Fact	What does it mean? (Why is it powerful?)
Tool 1: The Domino Effect (L1)	It means one choice helps up to 7 lives and creates a huge chain reaction of hope.
Tool 2: The Master Key (L5)	It means the family conversation gives certainty to loved ones (8/10 families say YES when they know).
Tool 3: The Gift of Time (L4)	It means donation gives back a recipient's entire future potential and ability to chase their dreams.
Tool 4: The Ethical Pledge (L6)	It means the decision is a serious, active choice that reflects their kindest values.



# Student Worksheet

## Activity 2: Campaign Target

**Task:** Before designing your campaign, select a specific audience you want to reach and analyze how they think (linking back to Lesson 2: Empathy).

### Our Target Audience is: (Circle one)

Parents / School Staff / Older Students / Youth Sports Club

**Their Core Question: Based on their age/role, what is the one main question or concern this audience might secretly have about donation?**

- **Example: A Parent might ask: "Is the process safe and respectful?"**

Our Target Audience's Question;

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### The Best Tool: Which Tool from Activity 1 will best answer their question?

Best Tool to Use (Write the number):

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# Student Worksheet

## Activity 3: The Good News Poster Plan (Creative Advocacy)

**Task:** Work with your team to design a visual campaign (a poster or digital flyer) that is 100% positive and persuasive.

Campaign Element	Our Idea
Headline / Slogan	(A catchy, positive statement, e.g., "Give Them Their Map Back!")
Key Message	(What is the main, factual truth they need to know?)
Main Picture	(What will you draw/use to show hope and life? Avoid drawing sad things.)
Call to Action	(What is the one gentle action they should take?) Action: "Start Your _____ Today!"

