

The Alchemist's Broadcast: Spreading the Gold

(Year 7 - Ages 12-13)

Lesson 8 of 9

Name: _____ Class: _____

Mission Briefing: An Alchemist has discovered the cure, but it is useless if it stays in the bottle. Your mission is to design a "Broadcast" (a poster, social media post, or flyer) that spreads the truth about donation. You must use your knowledge of the "Guilds" to make sure your message hits the mark.

Part 1: The Strategy (Targeting)

1. Select your Target Guild:

- The Guardians (Parents/Carers - Value: Safety & Family)
- The Facts-First Crew (Skeptics - Value: Logic & Data)
- The Traditionalists (Elders - Value: Respect & Legacy)
- The Youth (Your Peers - Value: Heroism & Future)

2. Select your Tone:

- Emotional (Warm, kind, story-based)
- Scientific (Facts, stats, clear logic)
- Heroic (Bold, powerful, inspiring)



Part 2: The Ingredients (Content)

3. The "Gold" (Key Fact): Choose ONE powerful fact from our lessons to feature. (e.g., "1 Donor saves 7 lives" or "8/10 families say Yes if they know").

4. The "Hook" (Headline): Write a catchy headline (max 5 words) that grabs your Guild's attention. (e.g., "Be a Time Lord." / "Take the Guesswork Out.")

My Headline:

5. The "Call to Action" (Instruction): What do you want them to DO after reading? (e.g., "Talk to your Mum tonight." / "Register at donatelife.gov.au")

My CTA:



Part 3: The Blueprint (Draft Design)

Task: Sketch your design below. Plan where the text and images go.

Remember: Use symbols (Hourglass, Heart, Shield, Ripple) rather than scary medical images.



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Part 4: The Peer Review (Quality Control)

Task: Swap with a partner. Ask them to check your "Alchemy."

- Is the Headline clear? [Yes / No]
- Is the Tone right for the Guild? [Yes / No]
- Is it positive (no guilt trips)? [Yes / No]

Feedback Comment:



Extension: The Symbol of Legacy

If you had to design a Statue or Symbol to honor all Organ Donors in a park, what would it look like? (e.g., A Tree of Life, Two hands holding a heart, A flame).

Sketch your design here:



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