

The Alchemist's Broadcast: Spreading the Gold

(Year 8 - Ages 13-14)

Lesson 8 of 9

Teacher Preparation

Introduction for Teachers

This lesson is the creative peak of the unit. Students move from consumers of information to creators. The challenge for Year 8s is often Tone. They may default to "Shock Tactics" (pictures of sad hospitals) or "Commands" ("You MUST donate!"). Your role is to guide them back to the "Alchemist's Gold"—the Positive impact. The most effective health campaigns focus on the benefit (saving lives, legacy, pride), not the fear.

The Core Concept: A good broadcast doesn't just tell people what to do; it tells them why it matters to them.

Safety and Sensitivity Considerations

- Positive Framing: Strictly ban "Guilt Trips."
- Bad Example: "If you don't donate, you are selfish."
- Good Example: "Be a Hero. Leave a Legacy."
- Visual Safety: No gore, no tombstones, no scary needles. Focus on images of life, connection, superheroes, or nature (roots/trees).
- Respecting "No": Ensure the campaign acknowledges choice. "Decide and Tell" is better than "You Must Register."

Teacher Resources

- "The Codex" (Cheat Sheet): Write these key facts on the board for students to use:
- The Scale: 1 Donor = 7 Lives Saved (Lesson 1).
- The Catalyst: 8/10 families say YES if they know the wish (Lesson 5).
- The Timeline: Donation restores the "Future Map" for young people (Lesson 4).
- The System: It is a rare, special event (Lesson 3).

The Alchemist's Design Tips (Media Literacy)

Share these simple design rules with the class:

1. The 3-Second Rule: You have 3 seconds to grab attention. Use a big headline or image.
2. White Space is Gold: Don't fill every inch. Space makes the important stuff stand out.
3. Colour Psychology:
 - Blue/Green: Medical, safe, trust (Good for Guardians).
 - Pink/Purple: DonateLife branding, kind, human.
 - Red: Urgent, alert (Use carefully).



Key Concepts & Language for Teachers

1. The "Social Contagion" of Kindness

Sociologists know that behaviours spread like viruses. If you see your friend recycling, you are more likely to recycle.

- The Lesson: By creating a "Broadcast" (Poster/Post), students aren't just giving information; they are creating a Social Norm. They are making it "cool" and "normal" to talk about donation.

2. Targeting the "Guilds" (Revision of Lesson 2)

Remind students they cannot speak to everyone at once. They must pick a target.

- Targeting "The Guardians" (Parents): Use words like "Safety," "Certainty," "Protect," "Family."
 - Visual: Shields, houses, holding hands.
- Targeting "The Facts-First Crew" (Skeptics): Use numbers, percentages, charts.
 - Visual: Graphs, scales, clear fonts.
- Targeting "The Spiritualists" (Community Groups): Use words like "Gift," "Charity," "Soul," "Life."
 - Visual: Light, candles, stars.

3. The "Call to Action" (CTA)

Every broadcast needs a CTA. It's the instruction manual for the viewer.

- Weak CTA: "Donation is good." (Passive).
- Strong CTA: "Ask your family tonight." (Active/Immediate).

