

Plan of Action Advertisement

Create an advertisement to promote donations to help those who are less fortunate. The advertisement must have the following five criteria:

- The name of the emerging democracy we are going to help.
- The location of the country.
- Information about the country and why it is struggling.
- The name of the charity.
- Information about how students can help.

Here are suggestions for creating an advertisement:

- Make pamphlets to be distributed in classrooms.
- Write an announcement to be read over the PA system.
- Design a poster to be hung in the hallway or a classroom.
- Compose a rap or a song to be presented over the PA system.
- Write an interview with a friend and present the information orally on the PA system or in written form on a poster
- Be creative with your ideas. Please see the teacher with other suggestions for the advertisement you might have.

Plan of Action

- First make sure you have all the requirements for your advertisement.
- Make a rough draft of your layout or script.
- Fine-tune your final advertisement with color, clarity and expression.
- After teacher approval of your advertisement, ask the appropriate person (custodian, teachers, secretaries, or the principal) for permission to distribute, hang, or present your advertisement.

