

Social Action Campaign Tools & Activities (25% of total grade)

Designing and implementing a successful social action campaign requires creating various campaign tools and engaging in a variety of activities along the way to assist in building power, becoming an expert on your campaign issue, launching your campaign, and engaging in social action to motivate your target to agree to the campaign's demands. Below is a list of many of these activities and tools.

Each student is required to complete at least 25 points worth of these tools and activities between Week 2 and Week 11 of the course. Items in **bold** must be completed by every student, but each student gets to decide for themselves which of the remaining items they will complete to earn the remainder of the 25 points.

In some cases, a tool or activity has a specific due date; otherwise students can complete them any time during the designated window (Week 2-11). You are strongly encouraged to select the tools and activities you will complete and timing of completion in coordination the rest of your campaign group to avoid unnecessary redundancy and focus on the things that your group most needs to support the success of the campaign. Please post your completed campaign materials to your Campaign's Mural Board for feedback from the instructor and credit.

Note, there are a small number of activities that start with "work with your campaign group"... These items are completed together with the members of your group and each group member will receive the indicated points when they are done (i.e. they are collective rather than individual assignments). Lastly, there may be tools or activities that you will want to complete to advance your campaign that are not on this list. Creativity is encouraged!

Please discuss this with the instructor for feedback, approval and assignment of a corresponding point value.

TOOL OR ACTIVITY	DUE	POINTS VALUE
Write & give organizational rap in our class	Week 3-6	2 pts
Give an organizational rap & recruit in 2 other classes		2 pts
Create a tabling schedule (include who in your campaign group will table when, where, and for how long)		1 pt
Spend 2+ hours tabling		3 pts
Create a sign-up sheet & QR code		1 pt
Create a what's app group or similar means for communicating with campaign members (classmates and new recruits)		1 pt
Create a recruitment flyer & post 25 copies in appropriate buildings/spaces around campus		2 pts
Create an online presence for your campaign (Instagram account, Facebook page, etc.)		3 pts.
Interview a fellow student about social issue		2 pts
Interview a stakeholder about social issue		2 pts.
Identify & meet with representative from 1+ potentially allied organization to build partnership		2 pts
Work with your campaign group & together come up with name for your campaign		1 pt
Identify an appropriate target for your campaign (to receive credit, the target must be submitted to and approved by the instructor and ITSA leadership)		2 pts
Identify 1-3 demands for your campaign (to receive credit, the demands must be submitted to and approved by the instructor and ITSA leadership)		2 pts
Work with your campaign group to complete a community agreement outlining how you will work together as a group		2 pts.
Work with your campaign to draft your campaign message		2 pts
Make signs for campaign (protest signs, signs for tabling, etc.)		2 pts
Create a contact list of at least 10 media contacts who might be interested in covering your campaign		2 pts
Write a press release about a planned campaign action & email it to media contacts list		3 pts
Complete Target Research (may be done in student pairs)		3 pts

Complete Historical Research on campaign issue (may be done in student pairs)		3 pts
Complete Stakeholder Map		3 pts
Complete Forcefield Analysis		3 pts
Complete Power Analysis/Map (may be done in student pairs)		3 pts
Complete campaign issue Infographic		3 pts
Plan and host a campaign meeting with new recruits		3 pts
Create an online petition in support of your demands & disseminate		3 pts
Sign up 15+ new recruits to campaign		3 pts
Write an op ed about campaign issue & submit for publication		3 pts (5 pts if published)
Other Activities & Tools?	TBD	TBD