



Campaign Pitches for Rhodes Class

This spring I am teaching URBN 323: *Collective Urban Policy Change*. I am centering the class around social action campaign(s) for the students to create an autonomous partner. This is not a class "about" organizing/social action but a class where students "do" social action. They will both design and launch the campaign during the spring semester. Campaigns can be looking to change a local, state, or federal policy that has an impact on urban communities, broadly defined. Does not have to be Memphis or Mid-South specific.

Other requirements include

1. The organization is willing to have a truly "student-led" partner in this campaign. The students **will not be interns or volunteers** for you to manage. In the class the students will create a student-led entity that can autonomously partner with your organization. I am happy to connect your organization with someone who could set up internships or volunteer opportunities, if that interests your org.
2. The campaign must have a clearly defined issue-cut. This class defines an "issue" as "a solution to a social problem which is composed of a specific measurable request that requires a yes or no answer" (Myers-Lipton, 2023). The student-led campaign will take these issues and turn them into demands that will be the basis of their campaigns.
3. The campaign/issue is at a place where your organization is ok with this student-led effort launching a complementary campaign. Only pitch campaign ideas that are ready for this step or have already been at this place for some time.
4. A representative from your organization needs to be available to pitch to the class (either in person or over zoom) on Thursday January 18th at 12:30pm central.

Lastly, I cannot guarantee that the students will select your campaign. It is up to the students to choose which campaign and there is no ceiling but there need to be at least three students that choose to work on your campaign.

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Not shared

* Indicates required question

What is the name of the organization you represent? *

Your answer

Name of representative *

Your answer

Contact information for representative *

Your answer

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