



Charity poster - Activity plan



Description

A creative activity, to put basic marketing principles into practice, in the context of raising awareness of a charitable cause.

Resources

Digital or hard copy charity information
A3 paper (or larger)
Coloured pens or pencils

Preparation

Select an appropriate charity that will interest the learners.

You may wish to select a charity that:

- Operates locally
- The class can visit and see the work they do
- Has age-appropriate activities to facilitate ongoing engagement e.g. monthly magazine, children's webpage, family events, etc.
- Can display the learners' posters

Prepare or request age appropriate information about the charity to cover the questions below.

Vocabulary

Charity, donate, fundraise, volunteer, awareness, advertising, encourage/persuade

Introduction/context

Where possible and appropriate, arrange a class visit to the charity, to explore the nature and value of their work. Alternatively, introduce the charity with digital or printed materials and class discussion. The information or visit should cover:

- The name of the charity
- What they do
- Where they work
- Why it is important
- Highlight the ways that people can help charities:
 - Volunteering
 - Fundraising
 - Making donations
 - Raising awareness

Outline the activity task

In pairs, create a poster, to tell people about the charity and encourage them to help in one or more of the ways that we have talked about (see above). The poster should use words, pictures or both, to tell people about what the charity does and why it is important.

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Timing
5-10 mins

What to include

In pairs, ask learners to make a list of the important things that their poster should include e.g. charity name, what they do, why they need your help, how you can help, why should you help.

Timing
30-40 mins

Poster design

In pairs, allow learners to collaboratively create their poster.

Timing
10-20 mins

Present and review

Ask learners to present their posters to the class, showing how they have chosen to reflect the important things that they listed (e.g. pictures, words, size, colours). Ask the class to feedback what they like about the posters, and why they would make them want to help.

Timing
5-30 mins

Conclusion

Draw a comparison between their poster activity and advertising.

We created a poster to encourage people to support a charity. Sometimes posters are used to encourage people to buy something. This is called advertising. People think very hard about how to use posters to encourage or persuade people to buy their car/drink/toy/book/trainers/etc. Ask learners to think of any advertising posters they may have seen e.g. billboards, bus signs, magazine or newspaper advertisements, etc. Did it make them want to buy? Do they think people should be persuaded to buy something? Is it better to persuade people to support a charity instead of encouraging them to buy something?

Display

Choose to display the finished posters in class, at the charity offices, or in public areas.

Variations/expanding on the activity

If learners are expressing conflicting opinions about advertising, a debate could be facilitated.

Divide learners in to two lines, for and against, and take turns to make a statement each, back and forth along the lines. Encourage, with feedback on the points raised.

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