



AWARENESS CAMPAIGN

“What“ and “How”

An awareness campaign essentially aims to make people aware about a certain cause, issue or problem. Its objective is to bring about a change through awareness. Campaigns are usually catchy, lively, enthusiastic and creative.

The first thing you should do while organizing an awareness campaign in your school is

Identify your Target Audience

It always helps to know WHO you're going to be dealing with. Are you organizing a campaign in your school for the 'Teachers'? The primary students? You fellow classmates?

Observe your Target Audience

Now that you know who you are going to create your campaign for, try to know them better. What are their interests, what do they respond best to? What's the best way to grab their attention?

For instance, a class lecture may not interest a 7th grade class but a good film might.

Understand your TOPIC

Now that you have understood your target audience it's important to learn about your cause. What are you trying to generate awareness about? Do some digging, investigate the matter, and try to understand why your topic is important. Feel for the cause from within. Make it your own.

Network

Speak to experts on your topic, get quotes, interview people. Explore different perspectives and get a good feel for your topic. Talk to your teachers and take note of their inputs.

Make a Plan

Now that you know what you want to say and to WHOM all that remains is for a good action plan - a "how are we going about this" guide for your campaign. Include dates, time, and duties for everyone on the team and keep it as realistic as possible.

Key Message

All Great Campaigns have a clear Key Message, if you know your key message or key messages, planning becomes far easier and the chances that you will confuse your target audience lessens.

For example, Swachh Bharat Abhiyan or Mission (A nationwide campaign) with a message 'One step towards Cleanliness' is an example of key message with which all the people identify with and is displayed at all prominent public places

Timing is KEY

Plan your campaign for the right time. Choose a day that coincides with your cause, Like "The World Clean Up Day", 'Biodiversity Day' , 'World Wetland Day' or your school assembly or a school event day.

Be Bold!...

there is nothing quiet about an awareness campaign, it should reach out to every single person in your target audience, use posters, flyers, questionnaires, quizzes, tests or any other communication medium that you can think of to communicate your point.

Grab attention

This is a challenge when it comes to campaigns. The ability to grab people's attention depends on how creative your campaign is and how well it is designed to ensure people understand your topic and LEARN about it.

Communication is the key to changing the world

Share your success with the world, they may feel motivated to take positive action

Protocols

Should you be participating as group from your school, always remember that your school is an institution at the end of the day and it comes with a certain code of conduct and 'Do's and Don'ts'. Make sure to get your campaign plans approved by your teachers and school principal. Ensure that you have their support to ensure that your Campaign is a success.

Keep it simple

Don't add to the information overload, keep your campaign simple, easy to understand, easy to follow and adopt. The simpler the better.

Follow Up

Alright so now you have delivered a wonderful campaign, people enjoyed it, everyone heard you... it doesn't end there. A feedback or follow up is always important to ensure that your campaign was effective and if people were able to understand you message. You can always distribute a questionnaire or interview people at a later stage to see if your campaign was a success.

TEAM SPIRIT

Remember strength in numbers. Synergy - The positive interaction of a group of people while working towards a common cause is often limitless.