

Example 12-month plan for campaigning, community action and raising awareness

Thank you for helping to fight the ocean emergency. This plan is an example of how you could create a campaign to encourage people to take action for the ocean.

Before starting, speak to your assessor about how you could adapt the plan to suit your circumstances. Remember to stay safe while doing this activity and be careful when using the internet and social media.

Please note we cannot act as Assessors for your award. Please see the advice on choosing an Assessor on the DofE website.

Month	Activity	Example evidence
1	<p>Decide your campaign focus</p> <p>Research the four big issues affecting ocean health:</p> <ul style="list-style-type: none"> • Ocean pollution • Overfishing • Endangered marine life • Climate change and ocean warming. <p>You can find lots of useful information on our website, including:</p> <ul style="list-style-type: none"> • Ocean emergency • What we do • Ocean pollution • Climate change <p>Choose the topic you would like to be the focus of your campaign.</p> <p>Research solutions to the issue you've chosen. Create a list of the actions that individuals, businesses or governments could take.</p> <p>Choose your target audience. Who would you like to make aware of the issues and change their behaviour:</p> <ul style="list-style-type: none"> • family and friends? • people in your school? 	<p>Activity log Diary</p> <p>Notes on research into ocean health and actions</p> <p>List of target audience</p>

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- people in your area and local businesses?
 - people your age around the UK?
 - business leaders and politicians?

Set a target for what you would like to achieve during your year of campaigning.

Campaign targets

Write down your reasons for campaigning. A year is a long time to work on a project, and you may find there are times when you're overwhelmed or downhearted. At those moments you can re-read your reasons for carrying out this work and boost your motivation.

Reasons for campaigning

2 Plan your campaign

Your campaign will run for 10 months. You can't plan every moment but you should have an idea of the big things you'll do to build awareness and support.

Activity log
Diary

Write a plan setting out the main activities you'll do each month. Try to make sure that something interesting is happening every month. Things to consider include:

Campaign plan

- How will you launch your campaign?
- How will you keep people's interest?
- How can you encourage people to share information?
- How can you motivate people to take action?
- How can you show the difference people will make?
- Do you want people to show you the action they will take e.g. with a pledge or by sharing an image?
- Are you going to create an attention-grabbing moment?
- How will you thank and celebrate your supporters?

Research relevant hashtags if you're using social media and remember to tag us @mcsuk.

If you're stuck for ideas, look at campaigns from charities or brands that you admire. What tactics do they use?

Decide on your communication methods. How will you reach your target audience with your messages? Make a list of ways you could communicate with your audience, for example:

List of communication methods

- your own or your family or friends' social media accounts
- presentations at your school, to local community groups, to your old primary school, to youth groups
- letters to local businesses

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- posters in local shop windows and on noticeboards
 - a local newspaper
 - community WhatsApp groups
 - letters or petitions to councillors, government representatives or business leaders.

Information for Action provide help with lobbying and contact details for politicians and business leaders around the world.

At writetothem.com you can input your postcode to find out your local councillors and government representatives.

Create a list of facts and stats that you can use in your campaign to help people understand why this issue is important.

Fact file

We have material online that might be useful, including:

- Facts and stats
- Videos from our YouTube channel.

Create your publicity materials. How you will grab the attention of your audience? Do you need images, videos, stories, facts and stats?

Copies of publicity materials

You'll create materials as you go along but you can make your life easier by creating a set of materials to use throughout the campaign.

Websites like [Canva](https://www.canva.com/) provide free templates of posters, flyers and social media squares. [Unsplash](https://unsplash.com/) and [Creative Commons](https://creativecommons.org/) provide free-to-use images.

3 to 11 **Campaign for change**

This is it! Have fun running your campaign.

Activity log
Diary
Screenshots
and photos of
campaign
activity

Remember that you don't have to follow your plan to the letter. If you find things work out differently from how you planned, or you get an unexpected opportunity, you can adapt your plans. Let us know what you're doing by tagging us [@mcsuk](https://twitter.com/mcsuk).

You may experience difficult moments where things don't go as planned. Try to remember that everything you're doing is worthwhile and will make a difference to the health of our ocean.

12 Reflect on your achievements

Thank supporters

In the final weeks of your campaign, it's important to celebrate success. Thank everyone who has supported you and changed their behaviour. You could create a thank you video, email, poster or social media post showing the difference their changes will make to our ocean.

We would love to see what you did. Please send your photos and a description of what you've done to education@mcsuk.org

Learn from your experience

Reflect on what went well and what could be improved. You could create a list of dos and don'ts to be used by other DofE participants.

Take a moment to celebrate your achievement. Your work will help to create a cleaner, better-protected, healthier ocean.

Activity log

Diary

Copies of thank you emails, posters, videos or social media posts

Evaluation

notes

Thank you!

Thank you for helping us to fight the ocean emergency. Find out about more ways you can work with us to save our seas at mcsuk.org/what-you-can-do