

Activity ideas

Campaign starters III

Two more campaign planning ideas, focusing on presenting ideas to others.

1 Sad, mad, glad

Aim: to explore people's perceptions of the group's campaign.

Process

In the whole group, explain that they will be spending some time thinking about how the issues that are the focus of their campaign/project are perceived by themselves and others. This includes things like:

- Their own experiences
- Other people's opinions, such as family and friends
- The way society views the issue/campaign

Explain that you will be giving them several pieces of post-it notes. On each note they should write down one of their thoughts or feelings, which will then be divided into the things that make them 'sad', 'mad' and 'glad'.

Allow people a few minutes to think about and write down their answers. During this time, the workers should place signs on the walls around the room – one each saying 'sad', 'mad' and 'glad'.

Once people have had time to write their ideas down, invite them to go around the room and place their post-it notes under the appropriate sign.

When everyone has finished placing their notes under the relevant sign, invite the group members to have a wander round and spend a few minutes reading each other's ideas.

After this, go around to each of the signs one at a time in the whole group. At each sign, ask people to comment on what they see as the similarities, the differences, and whether there were any comments that surprised them.

2 Presentation skills

Aim: to explore skills and confidence in presenting the group's campaign ideas to others.

Process

Give each person a copy of the sheet handout *Tips and techniques for great presentations*. Allow a few minutes to read through the handout, and then discuss the key issues it contains.

Presentation tips and techniques

- Get to the presentation before your audience arrives; be the last one to leave.
- List and discuss your objectives at the beginning of the presentation.
- If you have handouts, do not read straight from them. The audience does not know if they should read along with you or listen to you read.
- Use colored backgrounds on overhead transparencies and slides (such as yellow) as the bright white light can be harsh on the eyes.
- Speak to the audience...NOT to the visual aids, such as flip charts or overheads. Also, do not stand between the visual aid and the audience.
- Speak clearly and loudly enough for all to hear. Do not speak in a monotone voice. Use inflection to emphasise your main points.
- Circulate around the room as you speak. This movement creates a physical closeness to the audience.
- Do not put both hands in your pockets for long periods of time. This tends to make you look unprofessional.
- When writing on flip charts use no more than 7 lines of text per page and no more than 7 word per line (the 7/7 rule). Also, use bright and bold colors, and pictures as well as text.
- Listen intently to comments and opinions. By using a lateral thinking technique (adding to ideas rather than dismissing them), the audience will feel that their ideas, comments, and opinions are worthwhile.
- Most people find that if they practice in their head, the actual talk will take about 25 per cent longer. Using a flip chart or other visual aids also adds to the time. Remember - it is better to finish slightly early than to overrun.

NB: this is an edited version. For the full handout, go to:

<http://www.nwlink.com/~Donclark/leader/leadpres.html>

The activities are taken from the *Campaign for Change Toolkit*, available from the UK Youth storefront.

<http://stores.lulu.com/ukyouth>