Designing a Campaign

6 Steps to an Effective School-Wide Campaign

School-wide campaigns are great opportunities for students to lead and an effective way to address important environmental issues. They can also engage the whole-school community in environmental learning connected to action. Below are 6 steps to plan a successful campaign:

1. Brainstorm Campaign Ideas
2. Plan the Campaign
3. Communicate
4. Implement
5. Track and Monitor
6. Celebrate Success, Reflect, and Evaluate

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