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| **CREATE A CAMPAIGN!** | |
| **Campaign topic**  Think of an issue that concerns you. It can be serious or funny. |  |
| **Why does this issue matter?** |  |
| **Make a Mark**  What is the change you want to bring about with your campaign? |  |
| **List of pros.**  Why should people support your campaign?  Make up some facts / stories / examples to support your campaign. |  |
| **List of cons.**  Why might people say who don’t agree with your campaign?  How will you convince them to change their mind? |  |
| **Getting attention**  How will you stand out and get attention for your campaign? How will you use technology?  **Call to action**  What do you want people to do next? |  |