



Lesson 8: Create Viral Awareness



Learning Target

- Analyze resources needed and contact sources for philanthropic support.



20-30 Minutes

Lesson Overview and Teacher Prep



- **Warm-Up (5 min):** picture prompt of a viral awareness campaign to prompt students to think of creating awareness.
- **Activity (10-20 min):** artistic expression to create a flyer and other marketing tools (social media, etc.) for philanthropic projects.
- **Reflection for Action (5 min):** students think about target audience and how to reach them.
- Materials used as needed: L8W1, PowerPoint - HS Lesson 8 PP, electronic devices for marketing tool creation (iPads, laptops, etc.)
- Standards from [Common Core](#) and [National Council for Social Studies \(NCSS\)](#).
- Celebrate your class' progress by posting pictures, videos, stories, and "a-ha!" moments to Facebook, Instagram, YouTube, and Twitter @ottercares #myprojectheart



Philanthropy Objectives

- Plan, organize and create awareness in social community about philanthropic efforts.
- Design a flyer for a group or class project and evaluate its effectiveness.
- Use a variety of media to document and record evidence of philanthropic efforts to share and inspire others.

Anchor Standards

- **CCSS.ELA-LITERACY.CCRA.R.6** - Assess how point of view or purpose shapes the content and style of a text.
- **CCSS.ELA-LITERACY.CCRA.R.7** - Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

Common Core Standards

- **CCSS.ELA-LITERACY.W.9-10.10** - Write routinely over extended time frames (time for research, reflection, and revision) and shorter time frames (a single sitting or a day or two) for a range of tasks, purposes, and audiences.

Social Studies Standards

- **Civic Ideals and Practices** - j. Recognize and interpret how the "common good" can be strengthened through various forms of citizen action.





Lesson 8: Create Viral Awareness

Warm-Up: Share Your Project for Support (Picture prompt for quick-write activity - 5 minutes)



PowerPoint Slide 1 – show picture of viral awareness campaign.



- Ask students to write what is happening in the PowerPoint pictures and explain HOW they know what's going on.
- After about two minutes, call on 1-2 students to share their responses. If no one knows what the pictures represent, explain that this was the Ice Bucket Challenge to raise awareness for ALS. Talk to students about what it means to “go viral” with their philanthropic efforts. Explain that they can lead by example with these efforts and create a ripple effect using social media.

[TEACHER TIP] Use this warm-up to discuss the difference that an individual can make.

Activity: Market Your Idea (Artistic expression to create a convincing flyer or social media post– 10-20 minutes)



PowerPoint Slide 2 – prompt students to create marketing tools for their philanthropic idea.



- Ask students to work in pairs so they can discuss to get feedback on their ideas with others as they work. Remind students that it is not necessarily all about raising money to accomplish their philanthropic goal. Some people or organizations are willing to help them by giving their time, talents, and treasures to help students meet their goals.
- Students will create their marketing tools (distributing flyers, social media awareness campaign, etc.)
- If the students would like to do a friendly social media competition, they could choose one forum (Facebook, Instagram, YouTube, Twitter, etc.) to compete for likes, views, shares, or retweets.
- Ask students to write their ideas in the Activity portion of their worksheet L8W1.

[TEACHER TIP] Use this activity to further explore differences that individuals and small groups can make.

Reflection for Action (Students work individually to identify target audience and marketing plan of action - 5 minutes)



PowerPoint Slide 3 – prompts students to think about best ways to connect with their target audience.



- Ask students to take 2 minutes to think about target audience and how to reach them. Students should write this in the Reflection for Action portion of their worksheet L8W1.
- Ask students to take three minutes to use the marketing tools they have created to write their marketing plan of action for their philanthropic project. (Student groups should assign tasks to ensure effective marketing plan implementation).
- Students should write this in the Reflection for Action portion of their worksheet L8W1.

[NOTE TO TEACHER] Show your students how proud you are of them and post your class' progress on Facebook, Instagram, YouTube, and Twitter @ottercares #myprojectheart

