

Social Movements IOI

Objective

Identify the components of a social movement for creating effective student-led campaigns

1. Examine major social problems of concern to students and identify solutions
2. Establish student's desired (and attainable) goal for implementing this solution
3. Specify the individuals and groups most apt for facilitating this solution
4. Create and disseminate powerful messages that resonate with individuals and groups for the solution
5. Select the appropriate strategies for mobilizing individuals and groups in co-creating the solution
6. Plan and execute campaign with a specified (but amendable) timetable
7. Evaluate and measure progress of campaign
8. Strategize for the next wave of continued change

Brainstorm Activity - Social Movement Campaign Strategy

Using the example of a campaign for electric cars, brainstorm in small groups:

- What major social problems are of concern to students?
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- Which of those problems do electric cars solve?
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- What are some attainable goals for a campaign for electric cars?
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- Which individuals or groups are needed to facilitate this goal?
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- What kinds of messages would resonate most strongly with these individuals or groups? Create a list of possible movement messages that incorporate the problem(s) and solution(s) identified above. Make sure that messages have a strong emotional and directed action component that communicate why the target audience should care about the campaign.
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- What is the best way to disseminate those messages?
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- What types of strategies would be most effective for mobilizing these individuals or groups?
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- What is an appropriate timetable for actualizing this goal?
- What would be a reasonable measure of success for the campaign?
- What could be some possible avenues for mobilization to further the electric car movement?