



2—How do you decide which charities to support?



2. What would you do to get your campaign noticed? What images would you use?

3. Below is a list of the tactics Make Poverty History used to make its campaign succeed.

Circle the ones that are similar to the ones you said you would use in your campaign.

Put a star next to the ones that you think played the biggest part in making MPH a success.

MAKEPOVERTYHISTORY

- Putting together a great website
- Recruiting people to help locally
- Getting the media on its side
- Sending out regular news stories
- Writing a manifesto that is accurate and will persuade people
- Holding concerts that put its message across
- Wearing something that reminds people of its cause
- Getting stories on the TV
- Getting people to write to their MPs and people in power
- Finding celebrities to support it publicly

- Getting schools involved
- Creating screensavers for people to download
- Getting other organisations to join its campaign
- Creating email petitions
- Making a book for people to buy
- Holding a big gathering
- Organising a giant bike-ride and getting the cyclists to stop and explain the message en route
- Creating an 'art petition' ('Send My Friend to School')
- Getting the support of rich people

Now write down any new ideas you have thought of since you answered question 2.
