



We support groups of young people in schools and colleges around the country to tackle the issues they care about, by involving them in creative, youth-led community projects

For more information:

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How to Run your own Poster Campaign and Petition

If you don't like something about your school or community, then take steps to change it!

You could run a poster campaign to encourage other students to change their behaviour for the better (e.g. maybe by pledging to report any bullying they witness in the school, or not to litter, or to recycle their rubbish).

You could organise a petition, which you get other students to sign, to persuade someone in charge (e.g. a Headteacher or catering manager) to change something (e.g. maybe to make the school meals healthier or to stock more Fairtrade fruit/ juice/ chocolate/ tea/coffee to make a difference to farmers in the developing world).

It really is that simple! Below, we have suggested a list of tasks you would probably need to carry out and decisions you would need to make to run your own campaign. To help you keep track, you could print out the list and tick things off as you complete them. Or to help you plan your time, work out how much time you have, make a table on a big piece of paper, with one row for each week, print out the tasks below and stick them on the table in the week you need them to happen.

Decide on your issue

- e.g. recycling, bullying, discrimination

Decide your aim and call to action

- What do you want to change? What do you want people to DO as a result of your campaign?

Get permission to display posters around the school

Get permission to hold a campaign stall at school

- a stall is just a table/ display stand that you can stand or sit next to – you can use it to display posters and information leaflets, and attract people’s attention, so you can talk to them about your campaign and get them to sign your petition

Identify your key messages

- up to three facts you want your audience to learn and remember about this issue

Create a campaign slogan

- a short sentence that will sum up your campaign e.g. NSPCC’s full stop campaign: “Cruelty to children must stop. FULL STOP”

Design your posters

- what image or images do you want to use? How will they work together with your slogan and key messages?

Print posters

- can you use computers at school or your local library?

Display posters

Write your petition

- they usually go something like “We, the undersigned, call on...(somebody in charge) to... (change something for the better...!)”. Make sure you are asking the right person, and your demands are realistic and achievable!

Get some information leaflets about your issue (and maybe pin badges, pens and other free stuff!)

- you could get them from a relevant charity, your local library, or you could make them yourself?