

# HELP EDUDEO SPREAD THE WORD ABOUT GIRLS' EDUCATION

For the 2021-2022 school year, EduDeo invites Canadian Christian schools to promote girls' education by supporting our annual school campaign, "The Education Formula: Multiply Her Effect". We're raising funds for girls' washrooms and dormitories in Zambia, allowing girls to stay safe and healthy while they're at school. Check out our promotional video [here](#).

In this activity, students will learn about girls' education by exploring other campaigns and then creating their own promotional items for The Education Formula or strategizing how to use EduDeo's materials to raise awareness.

**Age Level:** middle-high school

**Prior Learning:** Students should already have a basic understanding of media strategies.

## TEACHING STRATEGIES:

### LEARN ABOUT THE ISSUE:

1. Split the class into groups of 3-4. Assign each group one of the following campaigns for girls' education. Allow them time to explore the websites, watch the videos, and examine the posters (keep in mind campaigns often have multiple videos and posters – only one example is listed).

➤ **BECAUSE I AM A GIRL** (by Plan International)

- ♀ [Website](#)
- ♀ [Promo video](#)
- ♀ [Sample poster](#)

➤ **LEARNING NEVER STOPS** (by UNESCO)

- ♀ [Website](#)
- ♀ [Promo video](#)
- ♀ [Sample poster](#)

➤ **GIRLS COUNT** (by ONE)

- ♀ [Website](#)
- ♀ [Promo video](#)
- ♀ [Sample poster](#)

2. As they watch and read, have students write 10 important facts they learned about girls' education.
3. Invite each group to share what they learned about girls' education with another group or the whole class.

### EVALUATE THE CAMPAIGN:

1. As a class, discuss what makes an "effective" campaign (e.g. memorable, informative, clear call to action, creative, fun...). Create a list and a rating scale.
2. Allow students to evaluate the effectiveness of each of the above campaigns using their rating scale.

### PROMOTE THE EDUCATION FORMULA:

1. Based on the above discussions, groups can choose to:

➤ **Design their own promotional material** (e.g. poster, brochure, postcard, video, radio ad...) to promote girls' education and the Education Formula.

- ♀ *Use EduDeo's fundraising guide (page 30) for some tips and tricks for developing your own promotional material.*

➤ **Develop a marketing strategy** that uses promotional material used by EduDeo. Marketing strategies should include things like:

- ♀ *WHO is your target audience? Choose a group of people that may be particularly interested in this topic.*
- ♀ *WHAT EduDeo promotional materials are you going to use? They can be found [here](#).*
- ♀ *WHERE are you going to post your material?*
- ♀ *WHEN are you going to carry out your plan?*

➤ **Design their own promotional items AND design a marketing strategy to use them!**

2. Share your work with EduDeo by contacting Laurie (lkoning@edudeo.com)!