

## EPC 2024 Information Campaign Guidelines

Please use the guidelines and steps below to conduct your campaign and prepare for your presentation on competition day.

- 1. Decide whether you will participate as an individual or in a group with up to 3 people.**
- 2. Choose a topic related to the theme** which you are passionate about and want to create awareness about or instigate social change in. Submit your topic through the [google form](#) and wait for approval before beginning your campaign. Remember to do your research!
- 3. Develop a goal and mission statement.** By the end of your campaign, what would you like to achieve? For example, a certain number of people taking a certain action or becoming aware of an issue. Be sure to identify your target audience.
- 4. Identify the platforms you will use.** You may choose any social media, virtual, or physical platform you wish such as YouTube, blogs, public speaking, passing out pamphlets, etc. Make sure to use more than just one platform and use the ones most relevant to your target audience.
- 5. Be creative.** Choose whichever form of outreach you are good at and think would be beneficial to your goal. For example, feel free to create videos, artwork, written work, speeches, interviews, presentations, posts, infographics, compelling written pieces, etc. Use attention-grabbing methods that are most compelling to your target audience.
- 6. Conduct your campaign.** Use the platforms and creative work in a planned out and intentional manner. Feel free to interact with your audience and respond to their feedback and questions. Be sure to spread your work out over the time period allotted.
- 7. Keep track of your progress.** Make sure to save all of your work. If you made a video, wrote an article, or created artwork, save it. If you did something in person, photograph or take a video of it.
- 8. Create your presentation.** You will present the work of your campaign on competition day. For the competition, collect all of your work and present it cohesively in a PowerPoint, Google Slides, Prezi, or similar presentation. Explain what you did, how you did it, and why. Include a timeline of your campaign, your mission statement, your target audience, and reasoning for the platforms and delivery methods you chose. What did you accomplish and learn from the experience? What more can be done to solve this issue? You will have up to 15 minutes to present and convince the judges that your campaign was beneficial and fulfilled its goal. You will be judged based on the [Information Campaign Rubric](#).

**If at any point during the campaign you have a question, please reach out to us at [info@mafiq.org](mailto:info@mafiq.org).**