

# Information Campaign Workshop

EPC 2023

Workshop: December 4, 2022

Amirah Ahmad

# What is the information campaign?

- Provides an opportunity for enthusiastic and passionate young Muslims to create awareness about important social topics related to the theme.
- Leverages the contestants' skills.
- Consists of a five week long campaign.
- Participants may work individually or in teams of up to 3 people.
- The campaign competition is open to grades 5-12.
- The work will be documented and presented to a panel of judges on the competition day.

# Topic



- Participants may choose a topic they are interested in.
- The topic must be related to the theme "**The Earth: A Gift From Allah**".
- It should connect an environmental or climate justice cause with Islamic principles, manifesting your role and responsibility as a young Muslim.
- The topic proposal should be submitted in the google form (*QR code provided and link in chat*).
- We will get back to you with your topic approval within a few days inshaAllah.
- Do NOT begin your campaign before topic approval.
- **Deadline: December 9, 2022**

# Goal and Mission Statement

- After your topic is approved, develop a goal.
  - Eg. creating awareness, raising money, a call to action, etc
  - You can have multiple goals but they should be clearly mentioned.
- Write a mission statement. Include:
  - What is your campaign doing?
  - Who is your target audience?
  - How will you achieve your goal?

# Identify your platforms

- You may choose any platform to conduct your campaign:
  - Social Media
  - Blogs
  - Other online methods
  - In-person advocacy
- Use more than one platform to make sure your message gets out.

# Be Creative

- Choose forms of outreach you are good at and best serve your goals.
- Examples:
  - Videos/Multimedia
  - Artwork
  - Pamphlets
  - Posts
  - Articles
  - Interviews
  - Presentations
  - Infographics
  - Speeches
  - ... Use your imagination

# Conduct and Keep Track of your Campaign

- Plan your full campaign before starting.
- Create a timeline.
- Use the full allotted time.
- Interact with your target audience and get feedback.
- Create original work and cite sources.
- Save all your work
  - Documents, photos, videos, etc.

# The Presentation

- You will present your campaign on competition day:
  - January 14, 2023 (Non-DMV area participants)
  - January 21, 2023 (DMV-area participants)
- The presentation will include:
  - Topic
  - Goal and Mission Statement
  - Timeline of the campaign
  - Details on how you conducted it, any problems you faced, feedback you got, etc.
  - Show your creative work.
  - Reflect on the campaign.
- Time for presentation: 10-15 minutes



CAMPAIGN RUBRIC	8-10	5-7	3-4	1-2
<p><b>Content</b> The degree to which the campaign represents creative and innovative ideas, material, and relevance to the theme. <b>(Weight = 1)</b></p>	<ul style="list-style-type: none"> <li>- The campaign is relevant to the theme.</li> <li>- The content produced is original and creative.</li> <li>-The ideas presented in the content are well-researched, compelling, impactful, and innovative.</li> </ul>	<ul style="list-style-type: none"> <li>- The campaign is somewhat relevant to the theme.</li> <li>- The content produced is somewhat original and creative.</li> <li>-The ideas presented are researched, compelling, impactful, and innovative.</li> </ul>	<ul style="list-style-type: none"> <li>- The campaign is barely relevant to the theme.</li> <li>- The content produced is lacking in originality and/or creativity.</li> <li>- The ideas presented lack background research, impact, and innovation.</li> </ul>	<ul style="list-style-type: none"> <li>- The campaign is not relevant to the theme.</li> <li>- The content produced is not original or creative.</li> <li>- The ideas presented in the content are not well-researched, compelling, or innovative.</li> </ul>

CAMPAIGN RUBRIC	8-10	5-7	3-4	1-2
<p><b>Delivery</b> The degree to which the campaign appropriately utilized various platforms, the efficacy of the material in achieving the campaign goal, and the effort expended in the campaign. <b>(Weight = 1)</b></p>	<ul style="list-style-type: none"> <li>- The campaign utilized multiple platforms relevant to the target audience.</li> <li>- The delivery styles chosen were effective in reaching the campaign's goal.</li> <li>- The campaigners expended excellent effort and spread the campaign over the entire allotted time.</li> </ul>	<ul style="list-style-type: none"> <li>- The campaign utilized multiple platforms somewhat relevant to the target audience.</li> <li>- The delivery styles chosen were somewhat effective in reaching the campaign's goal.</li> <li>- The campaigners expended adequate effort and used the entire allotted time.</li> </ul>	<ul style="list-style-type: none"> <li>- The campaign utilized a platform somewhat relevant to the target audience.</li> <li>- The delivery styles chosen were barely effective in reaching the campaign's goal.</li> <li>- The campaigners expended adequate effort and used some of the allotted time.</li> </ul>	<ul style="list-style-type: none"> <li>- The campaign utilized a platform not relevant to the target audience.</li> <li>- The chosen delivery styles were ineffective in reaching the campaign's goal.</li> <li>- The campaigners expended insufficient effort and used some of the allotted time.</li> </ul>

CAMPAIGN RUBRIC	8-10	5-7	3-4	1-2
<p><b>Presentation</b> The quality of the visual appeal and oratory skills of the participant during the presentation on competition day. <b>(Weight = 1)</b></p>	<ul style="list-style-type: none"> <li>- The presentation tells a complete and cohesive story of the campaign.</li> <li>- The visual aspects of the presentation are very appealing.</li> <li>- The presenter maintains varied eye contact with the audience, interacts with the slides appropriately, and uses smooth and flowing language.</li> </ul>	<ul style="list-style-type: none"> <li>- The presentation tells a somewhat complete and cohesive story.</li> <li>- The visual aspects of the presentation are somewhat appealing.</li> <li>- The presenter makes inconsistent eye contact with the audience, interacts with the slides appropriately, and uses smooth and flowing language.</li> </ul>	<ul style="list-style-type: none"> <li>- The presentation tells a slightly incohesive or incomplete story.</li> <li>- The visual aspects of the presentation are somewhat appealing.</li> <li>- The presenter makes little eye contact with the audience, barely interacts with the slides, and uses somewhat smooth and flowing language.</li> </ul>	<ul style="list-style-type: none"> <li>- The presentation tells an incohesive or incomplete story of the campaign.</li> <li>- The visual aspects of the presentation are unappealing.</li> <li>- The presenter reads off slides, makes no eye contact, and often pauses inappropriately or uses filler words.</li> </ul>

# Thank You!

If you have any questions about the details of the campaign, please contact: [info@mafiq.org](mailto:info@mafiq.org).