CAMPAIGN BRAINSTORM WORKSHEET

Campaign: [ ]

Circle the modality that you are going to focus on.

- Art & Displays
- Presentations
- Classroom Work
- All School Activities
- Videos
- Social Media
- Audio & Music

CAMPAIGN IDEA BRAINSTORM

How could you use your chosen modality to help others engage, interact and apply Strengths to their own lives?

SUCCESSFUL CAMPAIGN MESSAGING CHECKPOINTS

1. Is the idea positive? If not, how could we make it positive?
2. Does it build awareness of Strengths? If not, how could we use this idea to build awareness of Strengths?
3. Is it interactive? If not, how could we make it interactive?
4. Does it help others engage, interact, and apply Strength to their own lives? If not, how could it?

- Did you say yes to all four? We LOVE it!

EXTRA CREDIT

What’s something that does not necessarily interest me that I know interests other students in our school/community and how could we involve that in part of the campaign?

And/Or: take a poll of a fifth of your Sources team - do they think their friends will interact and engage with this campaign? If not, how can we make the campaign more inviting to everyone?