Group Project 1: Advocacy Campaign Project Proposal

Summary:
Length: About 1500 words
Format: Up to you! Arrange your document in a way that is visually accessible and attractive to your reader.
*This is a group assignment. You will work on it together and turn in one document.*

Dates to Keep in Mind:
Class presentations: Tuesday 3/5 and Thursday 3/7.
Final Proposal for grading: In my email as a Microsoft Word document (.docx or .doc) and posted to your blog by **2pm Thursday 3/14.**

Grading Expectations

- Your proposal clarifies your sense of purpose – Your motivation for the campaign and what you want your audience to do – whether you mean to provoke thought, action, sympathy, outrage, etc. What you mean to accomplish.

- Your proposal locates your project’s situation – what are the Strengths, Weaknesses, Opportunities, and Threats that have facilitated or plagued related causes that create a need for your specific approach to this cause?

- Your proposal identifies your audience and context – who are you addressing? What do you know about them? What can you expect them to know? Are they apathetic and in need of motivation or already motivated and in need of a guided outlet? Are they hostile or receptive? When and where will you address this audience? How will context shape your and their expectations for progress?

- Your proposal articulates your strategies – your appeals of *ethos* (based on credibility), *logos* (based on logic), and/or *pathos* (based on emotion) and other strategies.

- Your proposal grounds your project in a theoretical understanding of your endeavor – how you situate your plans in understandings of other business or advocacy campaigns and counterarguments based on academic research and theories such as the materials read in our class.

- Your proposal argues your project’s exigence – otherwise known as urgency, or the “So, What?”. In other words, why does this problem need to be addressed? Why now? Why by your specific solution?

- Your proposal assures your project’s feasibility – is this a project that can be realistically carried in within the second half of the academic semester?
Grading Guidelines

- **A – 4.0** – Meets, even exceeds expectations. Proposal not only addresses all grading expectations but does so compellingly; connections between the various grading expectations are consistent; problems addressed, audience targeted, and strategies planned are specific, detailed, and concrete; claims are logical and substantiated with evidence. In a professional situation, this would be a contender to receive funding for the project.

- **B – 3.0** – Meets nearly all expectations. May address all expectations but does not make an entirely compelling case for each of them; may include a few instances of inconsistencies between problem, audience, and strategy; may make generalizations about problem, audience, or strategies of other organizations through research or theoretical reading; such weaknesses, however, are few. The project shows promise but would likely not be chosen to receive funding based on the articulation of the proposal.

- **C – 2.0** – Meets a majority of expectations. May not address all expectations listed above and/or does not make a compelling case for more than a technical majority of the expectations; includes inconsistencies between problem, audience, and strategy; generalizes the problem, audience, or strategies of other organizations through research or theoretical reading; such weaknesses arise more than a few times. May need revisions before getting green-lighted for a classroom-level project.

- **D – 1.0** – Does not meet most expectations. In need of revisions. Does not address all grading expectations; includes inconsistencies between problem, audience, and strategy; generalizes the problem, audience, or strategies of other organizations through research or theoretical reading; such weaknesses are more the norm than the exception. Is not yet green-lighted to proceed with the remaining advocacy project.

- **F – 0** – Does not meet project expectations or is not turned in on time or is not original student work.
Group Project 2: Advocacy Campaign Design and Logistics

Your campaign will include:

- Designs for the Name, Logo, and Slogan for your campaign
- A mission statement
- A web presence (you can create a WordPress or Weebly site for your campaign. You might also consider Facebook and Twitter accounts – perhaps with high privacy settings)
- Visual promotional materials – both digital (for distribution on the web) and physical (for distribution as flyers, posters, etc)
- A promotional event design (this can take the form of a rally, a fundraiser, etc)
- An oral/audio component to be presented in class (this can take the form of a spoken presentation; audio recorded PSA, advertisement, or podcast; or a promotional video) with a material artifact to turn in after the class presentation (PowerPoint, Poster, Prezi, Podcast, or Video)
- A written rationale (500-1,000 words) detailing the rhetorical decisions you have made through this campaign to explain how your stylistic and design choices behind your mission statement, promotional strategy, etc appeals to your targeted audience, spreads your message, and meets your intended purpose

We’ll get into more detail after break.