

Promote a local charity with a poster

Scouts design a poster and use it to promote the work of a local charity.

Section: Beavers, Cubs, Scouts

Time: 1 hour

Where: Home, Den



PLAN

As this activity could be spread over a few sessions, be sure to figure when you will review the activity. To get the most out of this activity, let the scouts know in advance so that they can find out more about the charity they are going to promote. Get them to agree to work on a single charity for the whole section, or one per small group, or even one each.

Materials: Paper and colours for poster design. Try to reuse what is available rather than buying new materials. Scouts could bring in old posters or cards from home to reuse.

DO

Encourage the scouts to think about what message their poster can give to people. Does it inform people about the charity and its work? Does it try to help people to understand an issue, or feel empathy or concern? Does it motivate people to act in some way, such as by supporting the charity?

Be sure that the posters clearly show the name of the charity, and how people can get in touch to support it. Next, arrange for all of the posters to go on display. Some could go to the local library or shops, and maybe they could all be posted online as well on the groups' social media.

REVIEW

Have a chat with the scouts about their chosen charity and their posters.

- Were they motivated to help that charity?
- What was the most important thing they wanted to get across with their poster?
- Can they think of other ways that local charities could promote their work?
- Would they like to find other ways to help this, or other local charities in the future?
- Watch out for feedback from the charities themselves or the public, to let scouts know of the effect of their work.



In a nutshell...

- Scouts choose a local charity to promote
- They find out about its work and how best to support it.
- They design and put up posters to encourage people to help.



Follow-on

Maybe people from those charities could be invited to talk to the scouts, or a visit to see their work could be arranged. The scouts might be motivated to do further promotion of the charity, or find other ways in which they could support their work.



SDG 1 No Poverty

SDG 1 seeks to eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day. This activity will help with opening the scout's eyes to issues of poverty in their own community and empowering them to take further action.



Find out more!

Visit - www.betterworld.ie

Contact us - sustainability@scouts.ie

Produced by the Scouting Ireland Sustainable Scouting Team