

Name: \_\_\_\_\_ Class Period \_\_\_\_\_

## Awareness Leads to Action Task Sheet and Rubrics

Craig Kielburger was motivated by Iqbal Masih’s story and created the non-profit *Free the Children*. Once Craig knew about child labor in the world, he wanted to do something to help. Now he is passing the baton to you. What problem are you passionate about? Imagine you could turn that passion into a non-profit organization that would do something to help begin to solve that problem. Tell us about it!

You will create a brochure to explain the problem and how you plan to help. You will need to do a little background research of details like statistics in order to explain the issue. Be sure to cite three sources on the back panel of the brochure. Think through these questions as you begin:

- Why is this issue a problem? What background information do people need to know?
- What motivated you to get involved? What specifically will you be doing?
- What is the name of your organization? How can others join your cause?
- Did you include your logo and slogan?
- Don’t forget to include argumentative strategies (ethos, pathos and logos).

You will present your brochure in a “pitch” to the class on \_\_\_\_\_.

Practice what you’d like to say so that you can be an effective communicator and motivator!

BROCHURE	0	1-2	3-4	5-6	7-8
<p><b>C. Producing Text</b></p> <p><i>ii: Makes stylistic choices in terms of linguistic and visual devices</i></p> <p>Note: This means you have considered word choice, argumentative strategies, visual strategies to pitch your idea.</p>		<p>Makes <b>minimal</b> stylistic choices in terms of linguistic and visual devices, demonstrating awareness of impact on an audience.</p>	<p>Makes <b>some</b> stylistic choices in terms of linguistic and visual devices, demonstrating awareness of impact on an audience.</p>	<p><b>Makes thoughtful stylistic choices in terms of linguistic and visual devices, demonstrating good awareness of impact on an audience.</b></p>	<p>Makes <b>perceptive stylistic choices</b> in terms of linguistic and visual devices, demonstrating <b>clear awareness</b> of impact on an audience.</p>

**Checklist and or plan:**

\_\_\_\_\_ **Name of organization:** \_\_\_\_\_

\_\_\_\_\_ **Why is this issue a problem?**  
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\_\_\_\_\_ What **background information** do people need to understand about this problem? What **statistics or data** have your researched to support your idea?

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(Add a lined piece of paper to write more research notes.)

\_\_\_\_\_ List three sources and works cited information. Don't forget your works cited should be at the end of the brochure.

\_\_\_\_\_ How can others join your cause?

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\_\_\_\_\_ What motivated you to get involved?

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\_\_\_\_\_ What is your logo? Explain it. \_\_\_\_\_

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\_\_\_\_\_ What is your slogan? Explain it. \_\_\_\_\_

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\_\_\_\_\_ **How will you use ethos, pathos, and logos (argumentative strategies)? Explain specifically your strategies.** \_\_\_\_\_

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