

Lesson 2: Protest campaigns

Activity sheet: Mysteries game

AIM: Discuss and answer the question ‘What are the most important factors to ensure the success of a protest campaign?’

TASK: Use the following factors that might affect the success of a protest campaign to help you. Beware, some of them might be red herrings!

Protesters at an anti hunt ban rally



(Copyright Leicestershire County Council)

An IFAW email viral campaign



(Copyright IFAW)

Easily recognisable slogan

Clear aim of protest – what do you want to achieve

Have a good leader

Nice t-shirts

Dedication to the cause

Flexible plan

Money to fund the campaign

Target the right audience

Have a clear plan of action

The weather

Lots of leaders in case any get sick

Stick to tactics