

Instructions

- This is a basic guide of what needs to be included in your end of campaign summary PowerPoint. You can edit this template and make it your own.
- Each slide's information needs to be included and answered except for the ones that say OPTIONAL. The slides with OPTIONAL might be fun to include but are not required. You can also include any additional slides you want.
- You can design the PowerPoint in any way you want!
 - Have fun and showcase pride for your accomplishments!
 - We strongly encourage being creative such as using different colors, designs, pictures, graphs/charts, etc. Make it your own!
- Feel free to delete this slide or any other slides that are not needed.

End of Campaign Summary

School or team name

Team Member Names

What are the names of the campaign team members?

Optional Image of
Team

Youth Action Campaign Goal

- Youth Action Campaign goal: To raise awareness in your community about the rules of war and special theme for the year.
- Did your team have a more specific goal?
 - Ex. Reaching an entire grade level, educating students in civics government and social studies classes

What was your strategy to reach the YAC goal?

- What was your strategy to attract people to your events?
 - What populations, groups, and audiences did you focus on?
 - For example, specific clubs that might be interested in events, classes that might be interested in having classroom presentations, college campus or high school?
 - What ways did you advertise for your events?
 - For example, specific clubs that might be interested in events, classes that might be interested in having classroom presentations, college campus or high school?

What strategy or plan did you use to complete this goal?

In what ways was your campaign successful?

- How did your campaign accomplish your goal?

What challenges did your team face?

- What obstacles or challenges did your team face that made it difficult to accomplish your goal?

What in person activities did your campaign conduct?

- Make a list of the in person activities your team hosted. If you can, please include pictures.

In Person Activity 1

REQUIRED INFORMATION:

- Provide description
- What did the activity involve?
- Who was the audience?
- What information did you convey?
- Provide a picture or two about the activity

OPTIONAL: In
Person Activity 2

- Use the same
format as In
Person Activity 1.

OPTIONAL: In
Person Activity 3

- Use the same
format as In
Person Activity 1

What Virtual Live Activities did you conduct?

- Make a list of the virtual live activities that your team conducted. Feel free to include visuals.

Virtual Live Activity 1

Highlight an actual virtual live activity from your campaign

REQUIRED INFORMATION:

- Provide description
- What did the activity involve?
- Who was the audience?
- What information did you convey?
- Provide a picture or two about the activity

Examples: online webinar, online movie night, virtual guest speaker, online interactive game nights such as bingo night

OPTIONAL: Virtual Live Activity 2

- Use the same format as
Virtual Activity 1

OPTIONAL: Social Media Posts & Engagement

- Describe how your team used social media in your campaign. Do you feel like it was helpful?
- Did you use it mainly to inform the public or to promote your campaign events?

OPTIONAL: Social Media

Using social media to promote IHL, educate your peers, and inform about campaign events

REQUIRED INFORMATION:

- Views and engagements
- Social media posts
- pictures/screenshots

How many people did you reach through your in person and virtual live activities? (Not Social Media)

- Make a list of how many active participants your team reached through in person or virtual live activities. You can use a chart, graph, or insert a snapshot of the tracking sheet.

Example of a
chart that could
be created and
used

Date	Activity	Virtual Live or In Person	Active Participants Number
8/25/24	Movie Night & Discussion	Virtual Live	23
9/20/24	Scavenger Hunt	In Person	40

How many people did you reach through social media?

- Make a list or chart of how many people your team reached through social media
- OPTIONAL: Does your team think that using social media to promote your events increased the attendance at events?

OPTIONAL: Video About Your Campaign

- If your team would like to make a video about their campaign, you may insert it in this campaign summary.

OPTIONAL: Favorites Campaign Moments from the Team

If your team has any
favorite moments from
the campaign, please
insert photos and
comments.

OPTIONAL: Include any other
slides about the campaign
that you want!

OPTIONAL: Add any other
photos you want to share!