Campaign Blueprint

Plan communication choices for real readers.

9.P.EICC.4.b "Plan how to organize the text by selecting modes, genres, and structures that will achieve the purpose and meet the needs of the target audience. (C)"

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline each description of how a campaign piece is organized, and circle the audience it is meant for. Number the three main campaign pieces 1, 2, and 3 to trace how Maya matches each choice to its readers.

Planning a Water-Saving Campaign

(1) When Maya's environmental club decided to reduce water waste at school, she did not begin with a slogan. First, she identified her audience: students who pass water fountains, teachers who supervise classrooms, and custodians who notice leaks. Her purpose was to persuade these groups to take simple, measurable actions, such as reporting a dripping faucet or bringing a refillable bottle. Because each group encounters water use differently, Maya planned one campaign with several connected pieces rather than one long article. She also chose a practical tone, avoiding guilt, so readers would see conservation as a shared responsibility.

(2) For students, Maya planned a series of short posters near fountains and cafeteria tables. Each poster would open with a striking local fact, then use numbered steps that show exactly how to fill a bottle, shut off a running tap, or report a leak. This visual, procedural format suits readers who have only a few seconds between classes. For teachers, she planned a brief email with a subject line, a three-bullet checklist, and a link to the reporting form. The email's direct structure lets busy adults scan the request and act before the school day ends.

(3) Custodians needed a different kind of message. Maya proposed a one-page log placed in the maintenance room, organized as a table with spaces for location, problem, date, and follow-up. Unlike the posters, the log would not try to persuade. Its purpose would be to collect consistent details that help staff track repeated problems. Maya planned to introduce all three pieces in a short announcement at an assembly. The announcement would state the campaign's goal, explain where people will find each item, and end with a date for the first leak check. Together, the pieces match one purpose while respecting different readers and situations.

2 ANSWER WITH EVIDENCE

Use the passage

1. Why does Maya plan several connected pieces instead of one long article?

2. What format and structure does Maya choose for teachers, and why does it fit them?

3. How is the custodians' log different from the student posters in both purpose and organization?

4. What job does the assembly announcement perform in the overall campaign?

3 YOUR TURN

Your own words

Your school wants students to return or renew library books before the last day. In 90 to 120 words, plan a three-piece communication campaign for students, teachers, and library staff. State the purpose, then describe each piece's mode or genre, organization, and reason it fits its audience.

ANSWER KEY

Campaign Blueprint

GRADE 9 · 9.P.EICC.4.b

PART 1 · READ AND MARK

Underline each description of how a campaign piece is organized, and circle the audience it is meant for. Number the three main campaign pieces 1, 2, and 3 to trace how Maya matches each choice to its readers. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Why does Maya plan several connected pieces instead of one long article?	**Her audiences encounter water use differently and need messages suited to their situations.**
2	What format and structure does Maya choose for teachers, and why does it fit them?	**She chooses a brief email with a subject line, three-bullet checklist, and link because busy teachers can scan it and act quickly.**
3	How is the custodians' log different from the student posters in both purpose and organization?	**The log collects consistent maintenance details in a table, while the posters persuade students through visual information and numbered steps.**
4	What job does the assembly announcement perform in the overall campaign?	**It introduces the campaign, tells people where to find each piece, and gives a date for the first leak check.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Purpose: persuade students to return or renew library books before the last day while helping adults track questions. For students, I would create colorful hallway signs with a deadline at the top, three numbered return options, and a QR code for renewals. This quick visual reaches students between classes. For teachers, I would send a concise email organized with a subject line, two bullets, and a request to announce the deadline. For library staff, I would use a spreadsheet table listing student name, title, due date, and contact status. Its consistent columns support follow-up. Together, these pieces use the same deadline but give each audience the information it needs.

Accept varied modes, genres, and structures if the student identifies a clear purpose and addresses all three audiences. Each piece should include an organizational feature and a reasonable explanation of why it fits its intended readers.