*English Instructional Plan – Plan an Event*

**Primary Strand:** Communication & Multimodal Literacies **9.1, 10.1, 11.1, 12.1**

**Integrated Strand/s:** Research, Writing, Reading

**Essential Understanding:**

* recognize rhetoric as the art of persuasion and argument
* understand that verbal and nonverbal techniques are important for effective communication
* understand that writing should be purposefully crafted with attention to deliberate word choice, precise information, and vocabulary
* understand that voice and tone must be developed with awareness of audience and purpose

**Essential Knowledge, Skills, and Processes:**

* define a position and select evidence to support that position through reading, writing, and discussion
* develop effective multimodal presentations to present information
* use effective evidence and presentation skills to convince an audience
* make purposeful language choices based on topic, audience, and situation
* make choices based on predicted audience response
* construct meaning from text by making connections between what they already know and the new information they read
* revise writing for clarity and quality of information to effectively match the intended audience and purpose of workplace communication
* use credible, current research and expert opinions to support a position

**Primary SOL:**

* 9.1, 10.1, 11.1, 12.1 The student will make planned, multimodal, interactive presentations.

**Reinforced (Related Standard) SOL:**

* 10.5, 12.5 The student will read, interpret, analyze, and evaluate a variety of nonfiction texts.
* 9.6, 10.6, 11.6, 12.6 The student will write in a variety of forms.
* 9.8, 10.8, 11.8, 12.8 11.8 The student will analyze, evaluate, synthesize, and organize information from a variety of credible resources to produce a research product.

**Academic Background/Language:**

* Basic understanding of charities, advocacy, and fundraising
* Formal and informal tones in writing and other forms of communication
* Basic word processing skills

**Materials**

* Computer access
* Variety of reading material – fiction and nonfiction

**Project Description:**

Students will create a charity event based upon their interest to raise funds/awareness for a cause they are passionate about.

**Project Length:** 2 – 4 weeks based on teacher’s desire and/or student need for more in-depth instruction in research, professional writing, and planning.

**Student/Teacher Actions: What should students be doing? What should teachers be doing?**

* Teacher will have students free write about their favorite hobby/activity
* Students will share examples and discuss
* Teacher will have students free write about a something that has affected them (illness, poverty)
* Read something
* Teacher will introduce the idea of using the thing they enjoy to raise funds/awareness for the cause they are passionate about
* Students will initiate research on foundations, charities, etc. that support the cause they have chosen
* Teachers will guide students through developing a business plan for executing an event. Business plan should include:
  + budget
  + community resources
  + venue
  + professional communications
  + introductory letter explaining event
  + advertisement (paper or digital)
  + professional email
* Students will construct business plan with accompanying communication portfolio
* Teacher will circulate, monitor progress, and conference with students
* Teachers should provide opportunities for small-group analysis and self-analysis of the effectiveness of communication.

**Assessment (Diagnostic, Formative, Summative)**

* **FORMATIVE:** individual pieces of the business plan and accompanied portfolio of communication
* **SUMMATIVE:** business plan
* **SUMMATIVE:** students will create a 5 – 7 minute presentation detailing the event and the cause. Presentation will include:
  + Personal connection
  + Proposed

**Writing Connections:**

* Professional emails
* Advertisement
* Business plan
* Professional letter
* Instructional/Directions for participants and audience

**Extensions and Connections (for all students)**

* Have a panel of community members to evaluate presentations/plans
* Bring in guest speakers to model planning events and working with charities

**Strategies for Differentiation**

* Provide missing background information on charity events and fundraising
* Offer templates for authentic assignments to focus on skill mastery
* Design the actual event for students and allow students to input details with their specific knowledge
* Create a structured timeline to facilitate progress.
* Allow students with similar interests or similar causes to build a joint project

*Note: The following pages are intended for classroom use for students as a visual aid to learning.*