



Arrest That Pest!

EMERALD ASH BORER in Indiana

Arrest That Pest!

Outreach Campaign Plan - Activity Sheet 1

Directions:

Use this Activity Sheet to help you as you plan your campaign. Remember to pick a campaign theme that will be interesting to your target audience.

Team Name:

Team Members:

- 1. Message?** (What you are trying to let people know)
- 2. Target Audience?** (To whom you will give the message)
- 3. Theme?** (A popular movie, song, commercial, etc.)
- 4. Message Presentation?** (Poster, brochure, letter to officials, etc.)
- 5. Materials?** (What will you need to present your message?)
- 6. Plan of action?** (What is your plan of action for presenting your campaign?)