Campaign Plan

Set A Goal	
Purpose	Purpose of the campaign is to advocate for the usage of paperless resources in the classroom
Results	Intended result is to reduce the amount of textbooks and notebooks that students have to carry.
Originality	Posters will use Augmented Reality technology to showcase reusable or paperless products that students and educators can get.
Identify the Audience	Campaign is targeting members of the school community, which includes students and teachers. Teachers usually dictate what resources students need in order to be prepared for class. Both students and teachers like to manage their resources well. I've had teachers who spilled their soda on a class set of quizzes before. Paper is oftentimes more of a hassle compared to digital resources.
Influencers	Peers: The students are the ones who are using paper products such as heavy textbooks Parents: Usually the parents are the ones who are purchasing the supplies for their children Educators: Decide on what materials the students will need

Define the Message	
Problem	Book bags that are filled to the brim with textbooks, notebooks, computers, and all the accessories that come with them can strain the students who carry them in addition to creating a larger carbon footprint (there's also a paper shortage!).
Solution	Solution: Switch to using paperless materials such as Digital resources Rocket notebook (erasable notebook/scan to your laptop) whiteboards

Identify Your Action/Strategy	Create flyers that could be scanned to showcase some of the cool items that students can use instead of paper on our website! These posters could be placed in the hallways in addition to having the word spread through social media, email, and in newsletters.