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**Activity: Research**

**Types of change**

**Learning objective**

**At the end of this activity you should be able to:**

- understand the types of change you might consider for your campaign.

This Activity asks you to look at different types of change that a campaign might aim to achieve. The website below identifies four types of change.

<https://www.purpose.com/targeted-change-successful-campaigns/>

- A. Working in small groups, each group should visit the website and choose one of the four types of change.
  1. Prepare a brief presentation of the type of change your group has chosen. Include in the presentation information about the campaign to bring about this type of change.
  2. Make your presentation to the class.
  3. When listening to the other groups' presentations, make sure that you make notes on each type of change.
- B. Working on your own, consider which of these types of change might be appropriate for your campaign. (More than one type might apply.)