

Advocacy and Marketing Lesson Plan



**Middle School
MOMENTUM**





Community Engagement

Lesson Plan

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Advocacy and Marketing

Lesson Plan

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SkillsUSA Advocacy & Marketing

Activity 1: Promote SkillsUSA

Goal of the Activity: Students will discuss the brand, culture, and work of the SkillsUSA chapter and design marketing assets to promote those key messages.

Activity Overview: Students will warm-up with an adaptability/flexibility exercise. Then students will list words to describe the brand, culture, and work of the SkillsUSA chapter. The numerous types of marketing assets will be discussed. Students will identify a target audience and a key message as they design SkillsUSA marketing assets.

Middle School Momentum: Advocacy and Marketing

Time Required: 45 minutes

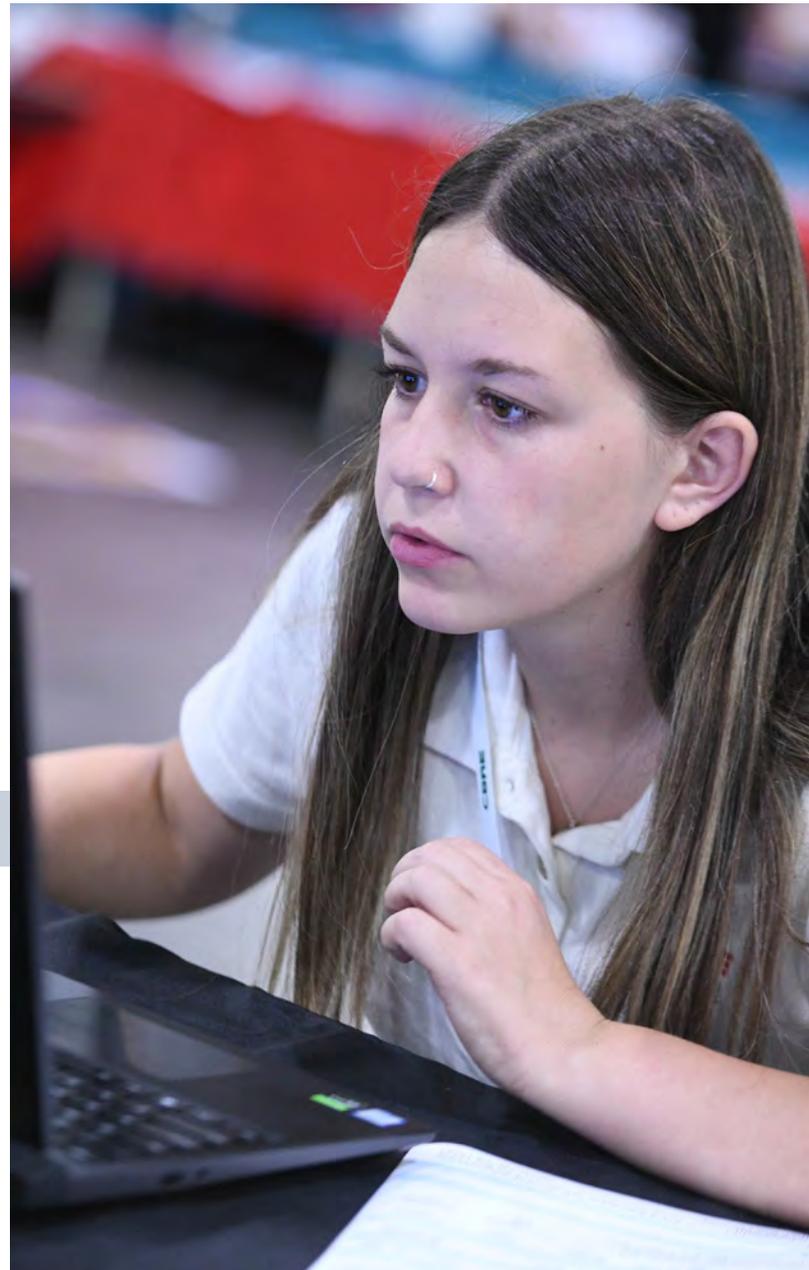
Suggested participants: All middle school students

Materials Needed: Lesson PowerPoint Slide deck, paper (3 pieces per student), markers (at least 1 per student), sticky notes (20 per every three students), and pen or pencil (one per student).

Learning Objectives

Students will:

1. Describe the brand, culture, and work of the SkillsUSA chapter.
2. Identify characteristics of effective marketing.
3. Promote SkillsUSA.



Facilitation Instructions

Part 1: Spark interest and set the stage (8 minutes)

Say: *“Today we’ll explore one component of the SkillsUSA Program of Work: Advocacy and Marketing. Any marketing professional will tell you that adaptability and flexibility are essential in their field. Let’s put that Essential Element into practice as we kick off our lesson.”*



Part 2: Brainstorm SkillsUSA Branding (15 minutes)

Say: “We will continue to exercise your adaptability/flexibility as we brainstorm words associated with SkillsUSA.”

Activity: “Ready, Set, Draw” from SkillsUSA Ignite (p. 46)

1. Give each student three pieces of paper.
2. On the first piece of paper, have students draw a football.
3. After one minute, have students hold up their drawings to share with the class.
4. On the second piece of paper, draw a shoe.
5. After 90 seconds, have students hold up their drawings to share with the class.
6. On the third piece of paper, draw a golf ball grabber.
7. After two minutes, have students hold up their drawings to share with the class.

Say: “Why were the first drawings of the football so similar?” (allow for one or two responses)

Say: “Were the drawings of the shoes similar?” (allow for one or two responses)

Say: “Were the third drawings of the golf ball picker-upper similar?” (allow for one or two responses)

Say: “Which object was the most difficult for you to draw? Why?” (allow for two or three responses)

Say: “When do you demonstrate creativity?” (allow for a few responses)

Say: “When you need to be creative or brainstorm new ideas, what do you do?” (allow for several responses)

Activity: SkillsUSA Word Association

1. Divide students into groups of three or four.
2. Provide each group with 20 sticky notes.
3. Instruct groups to brainstorm 20 words, one per note, that describe the brand, culture, or work of SkillsUSA.
4. Allow 4 minutes for brainstorming.
5. Have groups place their notes on the board or wall, grouping similar words together.
6. Review the collected words as a class.
7. Identify words that appear multiple times.

Say: “These words are the key messages we want others to know about our organization. What are the specific strengths of our SkillsUSA chapter?” (Allow for several student responses)

Part 3: Discover effective types of marketing (4 minutes)

Say: “What kinds of marketing assets have you seen used by organizations or brands?” (allow for several responses)

Do: Discuss slides 8-12 of the slide deck and different types of marketing assets.

Say: “Who are the potential audiences we might target with SkillsUSA Advocacy and Marketing efforts?” (allow for several responses)

Do: Decide if you will have students create marketing assets for a specific upcoming SkillsUSA activity or if the assets will be designed for general promotion of the chapter.

Part 4: Create a marketing asset for the SkillsUSA Chapter (16 minutes)

Activity: Design SkillsUSA Marketing Assets

1. Pair up students.
2. Review slide #13 to explain the task.
3. Monitor students as they work.
4. After 10 minutes, have each pair partner with another pair to share their drafts.
5. Ask them to discuss:
 - One or two strengths they appreciate in each asset.
 - One “what if…” suggestion for improvement.
6. Invite several groups to share highlights with the class.
7. Encourage students to revise and complete their assets at home and submit them for potential use by the chapter officer team.

Say: “*Why is it important for us to positively promote our SkillsUSA chapter?*” (allow for several student responses)

Do: Share about advocacy and marketing activities the chapter currently conducts, including SkillsUSA Week.

Say: “*What challenges do we need to overcome when marketing SkillsUSA?*”



Part 6: Closing (4 minutes)

Activity: Ten Finger Recall

1. Hold up all ten fingers for the class to see.
2. Have students recall 10 key points from today’s session.
3. For each one shared, lower one finger until 10 points have been shared.

Say: “*Our SkillsUSA chapter is something special, and we want the world to know it. By advocating for our organization and ourselves, and promoting each opportunity, we help others discover the same benefits that membership has given us.*”



Tips For Success:

- ✓ Decide whether students will create marketing assets for a specific SkillsUSA event or for general promotion, and whether they may choose any asset type or must follow assigned options.
- ✓ Encourage students to revise and finish their marketing assets so those tools may be used.
- ✓ Foster creativity by sharing words of positive reinforcement throughout the lesson.



Conclusion:

Successful organizations and individuals rely on effective advocacy and marketing. Empower your students by giving them opportunities to make meaningful decisions about how your chapter tells its story and promotes its work.

Expand your Skills

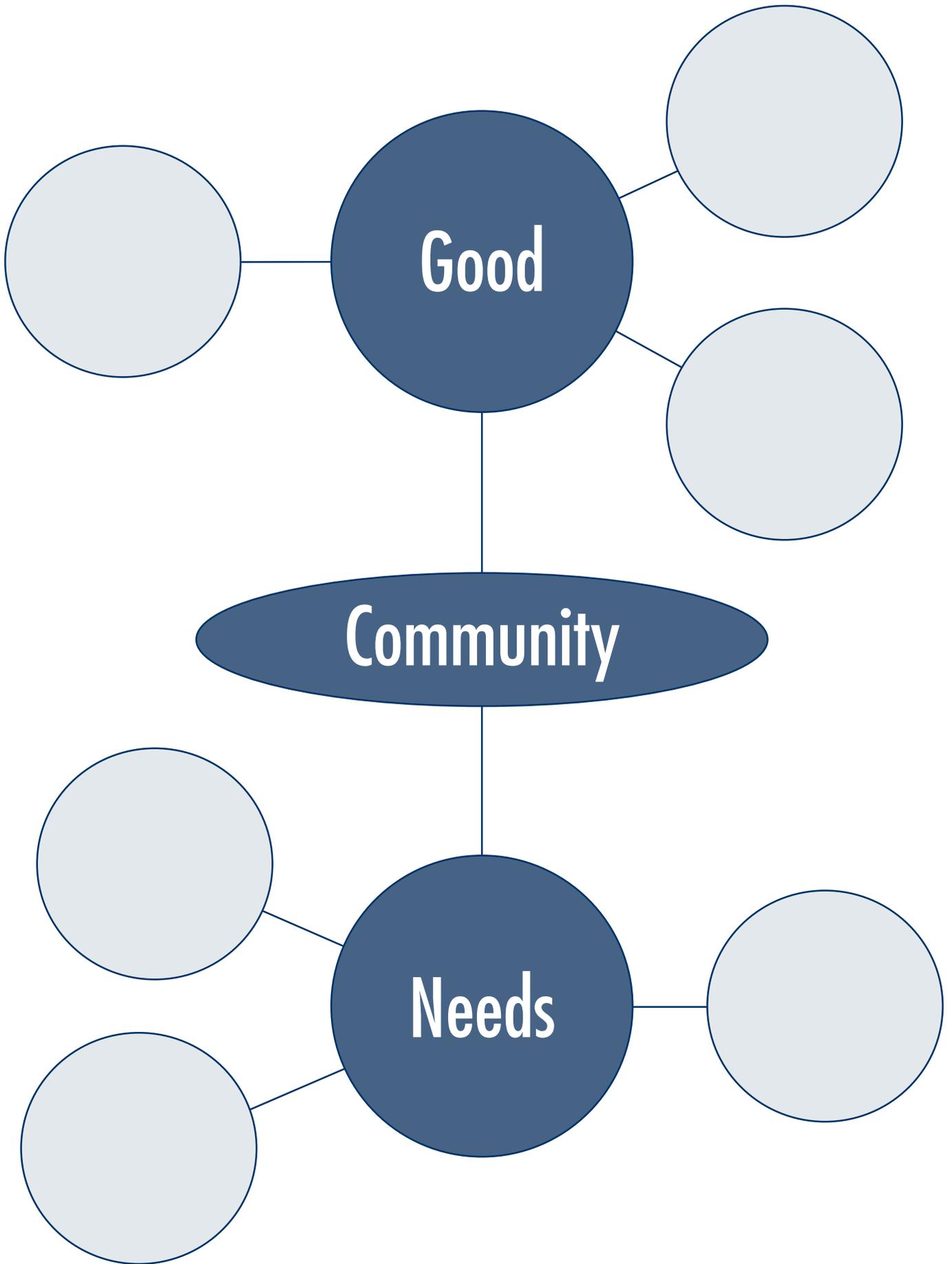
SkillsUSA's collection of brand assets in [Photoshelter](#) includes logos, photos, and videos that may be used for public promotion of SkillsUSA.

Also a quick internet search of “basic marketing for student organizations” will yield numerous resources and suggestions.

Supporting Resources

[SkillsUSA Brand Guide](#)

[ACTE Advocacy Website](#)





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