

Send My Friend to School 2017: Powers of Persuasion Activity

[Send My Friend to School](#) campaigners' need to persuade world leaders to increase their investment to ensure that the 263 million children currently missing out receive an education.

- What does persuasion mean to you? Think of sentences with words like 'persuasion' 'persuasive' and 'persuaded' in, e.g. 'I persuaded my local MP to come back to school for a day'.
- Have you ever persuaded someone to think or act differently? How did you do this? Has anyone ever persuaded you? What did they say / do?
- List 10 'Persuasion Tips' e.g. be honest.
- Create a persuasion circle map (see example below) by writing your name in the middle of a page. Make a note of people who have persuaded you to think / act differently since you have been involved with Send My Friend to School, e.g. [Jess and Samina speaking on film](#), or [Lana's story card](#). Put the people who influenced you more, nearer to the centre. Make a note of what they did or said.
- On a second piece of paper, write the name of a person you want to persuade, e.g. local MP, Prime-Minister. Write their name and how to persuade them. Put your best plans near to the centre, and plans you need more time to think about, further away.
- Compare your persuasion circle-maps.
- Consider how all the different people on your maps might persuade one another. You could act out scenes between [Mbathio in Senegal](#) and a world leader, for example. How would they persuade one another? What would they say?
- If you were a world leader, what would you say?

