Name:

kind News™

W.5.2 *Write informative texts to convey ideas and information clearly.*

Campaigns for Critters

A slogan is a short, catchy phrase that sums up an organization's goal or main idea. Slogans may be used to get people to do something; for example, buy a certain brand of sneakers or donate to a charity.

Read the following situations. Develop a slogan that will encourage people to change their behavior and help animals. Keep your slogan short (picture it on a bumper sticker), but be creative!

THE PROBLEM: Taking care of pets requires a lot of supplies. Animal shelters take in millions of cats and dogs each year. They often operate on a tight budget.

YOUR GOAL: You want people to donate pet care supplies to their local animal shelter.

Your campaign slogan: _____

THE PROBLEM: Many unwanted kittens or puppies are born because people didn't spay/neuter their pets.

YOUR GOAL: You want people to spay or neuter their pets to prevent any litters.

Your campaign slogan: _____

THE PROBLEM: Animals get their paws cut on metal cans, broken bottles, and other litter.

YOUR GOAL: You want people to recycle and properly dispose of trash.

Your campaign slogan: _____

THE PROBLEM: Sea turtles choke on deflated balloons floating in the ocean.

YOUR GOAL: You want people to stop releasing balloons into the air.

Your campaign slogan: _____

Choose one slogan and design a bumper sticker. Send it to *Kind News*!

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