



## Checklist for Successful Campaigns

The items on this checklist will be used in judging final reports. Your project manager is happy to help with any aspect of the application and will be available to help throughout the year with campaign planning, implementation, or evaluation.

- Appoint advisor
- Identify campaign goal/traffic safety topic
- Identify method for campaign evaluation
- Develop campaign name/slogan (*Be creative when brainstorming*)
- Submit planned budget
- Insure school-wide applicability
- Integrate Ford Driving Skills for Life ([drivingskillsforlife.com](http://drivingskillsforlife.com))
- Develop three potential campaign events
- Involve the community**
- Involve the media** (*reach out to local media and invite them to your events, write newspaper/newsletter articles about your campaign, etc.*)

### Questions

If you have questions about your campaign please contact the project manager, Mr. Tony Surman, at 248-334-4971 ext. 301 or [Strive4aSaferDrive@gmail.com](mailto:Strive4aSaferDrive@gmail.com).