



Participation Requirements

The campaign team must:

- Be student-led; students must run the campaign and execute all campaign elements.
- Have a faculty and/or adult advisor who oversees the student-led team.
- Identify a campaign goal(s) and develop and implement an evaluation of that goal(s).
- Develop a campaign name/slogan.
- Be labeled with school's name on every document.
- Use funds only for S4SD campaign-related activities and items.
 - Expenditure guidelines for approved purchases are available on Michigan.gov/s4sd.
 - A log of expenses must be maintained using the [Expense Tracking Form](#).
 - Schools may not solicit monetary donations or supplement campaign funding with other school funds.
 - In-kind contributions and uncompensated volunteers are permitted.
- Prepare and submit a five to seven-minute video or a PowerPoint with a written summary of campaign.

The campaign must:

- Have school-wide applicability.
- Focus on at least one of the following traffic safety topics:
 - Seat belt use
 - Speeding
 - Impaired driving
 - Distracted driving – texting, music, phones, passengers, etc.
 - Winter driving
- Incorporate Ford Driving Skills for Life.
- Incorporate S4SD branding within the campaign and also in the video and PowerPoint.
- Complete a pre and post-test for at least one traffic safety topic and submit through google forms.
- Complete the seat belt observational survey (see toolkit) regardless of traffic safety topic chosen.
- Include at least three activities during the campaign dates **Nov. 28, 2018 to Mar. 29, 2019**.
- Involve the community and local media.

The final report and video or PowerPoint must:

- Demonstrate each activity, including what was done, when, how, and the results.
- Describe how Ford Driving Skills for Life was used.
- Explain the community and media outreach or involvement.
- Include the evaluation of the campaign goal(s) – pre and post-testing.
- PowerPoint presentations should be between 10 and 20 slides, include pictures and brief bullet points.
- Videos should be between five and seven minutes and uploaded to YouTube with link provided in the summary.
- PowerPoints should be uploaded to Google Docs or emailed to the program coordinator.
- While creating videos and planning events you must follow all federal, state, and local laws (i.e., wear safety belts, don't text and drive, etc.)
- Include the completed [Expense Tracking Form](#) with copies of receipts and invoices.

Submit by Friday March 29, 2019 to:

Mr. Tony Surman, S4SD Program Coordinator
100 E. Big Beaver RD., Suite 910
Troy, Michigan 48083
Strive4ASaferDrive@gmail.com

NOTE: Schools may set their own guidelines and requirements for student participation on the campaign team. Strive For a Safer Drive does not have requirements on the number of students participating on the campaign team, how the students are chosen, or who/when can drop/add, who attends the Ride & Drive, etc.

Failure to follow these guidelines will result in disqualification from the judging process. Disqualified schools will be ineligible to attend the hands-on driving events. Questions should be directed to the program coordinator.