



S4SD Sample Proposal

Project Summary

Our campaign name will be The Spartan Standard and will play off the idea that as Spartans we hold ourselves and our peers to a higher standard of driving smart and not under the influence.

Proposed timeline

- November: make any necessary changes to campaign proposal, prepare orders for promotional items, schedule events
- December: order all promotional items; buy candy, camera, gift cards, set up campaign website, conduct pre-test survey, schedule assembly speaker and driving simulator. Hold Event #1
- January: Hold Event #2
- February: Hold Event #3
- March: Conduct post-test survey; put together final report summary and video.

Event #1

During the second week of December, we will kick off our campaign by introducing our team and our goal on the morning announcements. Each day, we will read facts and statistics from Ford Driving Skills for Life on the announcements, and we will play their informational videos during each of our lunch periods. Kick-off week will end on Friday with an informational table set up by the office all day. At the table, students can pick up a parent-teen driving agreement, a bumper sticker with our campaign name, and information sheets from Ford Driving Skills for Life. Students who sign our banner as a promise to not drink and drive will receive a piece of candy. Students who return their parent-teen driving contract will be entered in a drawing to win one of our campaign t-shirts. Our team will take video footage of the event to be used in our final report video. Pictures of the event will be posted to our campaign website and the school Facebook page in order to involve our local community in our campaign and to gain media coverage for this important issue.

Event #2

Our second event will be a poster making contest held during lunch and after school. Students who make a poster can enjoy free pizza and will receive a bracelet with our campaign name on it. While students wait to make a poster, they will have the opportunity to complete the Ford Driving Skills for Life online driving academy. Students who print off their driving academy certificate will be entered to win one of four gift cards, which will be distributed at our last event. We will send photos of our winning posters to the local newspaper with a story about our campaign and why this issue is important for teens. All of the posters will be hung up at school and around our community in order to spread our message to others, both inside and outside of our school. Our team will continue taking video footage for our final report video, and pictures of the event will be posted to our campaign website and the school Facebook page.

Event #3

Our final event will involve a school-wide assembly with a guest speaker. Before and after the assembly, teachers will have the opportunity to take their classes to experience the Office of Highway Safety Planning (OHSP) driving simulators. Outside of the assembly, we will have a table with free key chains, snacks, and free brochures from the OHSP. At the end of the assembly, we will pick the winners of the Ford Driving Skills for life online academy raffle. We will invite the local news to cover the event, and if possible, we will hold another session of the guest speaker after school so that parents of our students and other community members may also attend. We will also take video footage for our final report video and pictures of the event will be posted to our campaign website and the school Facebook page.

Campaign Success Evaluation

The campaign team will conduct a survey during the second week of activity in December to determine the current level of awareness in the dangers of underage drinking. The team plans to have a table in the

