



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 over the speed limit.

Proposed Timeline

- November: Design posters, develop 60-second public service announcement creation (PSA), and begin working on videos.
- December: Prepare guidelines for raffle events, prepare/order promotional items (t-shirts, wrist bands, water bottles, candy, hand sanitizer), administer pre-tests, conduct seat-belt observational survey, continue creating 60-second PSA, finalize and print posters, and host event #1
- January: Hold Event #2, put prize packages together
- February: Hold Event #3, notify print and news media of campaign activities by sending out a press release
- March: Conduct post-test seatbelt survey, administer post-test and put together final report summary and video.

Event #1

Students will design posters that will be displayed throughout the school and community. The posters will be designed to promote safe driving focusing on reducing the incidence of speeding. S4SD and Ford Driving Skills for Life will be displayed on the posters created by students. Students who take a picture of the posters throughout the community (**while NOT driving**), will receive a promotional item.

Event #2

Students will create a presentation that will be delivered to the school. The goal of the presentation will be to educate students on the dangers of speeding. Students will be informed of the raffle opportunities through completion of the pre/post-tests and the Ford Driving Skills for Life Academy. Students will be sent an email with raffle guidelines and a link to the Ford Driving Academy website. An event will be held in the main cafeteria where students can participate in the Ford Driving Academy and enter the raffle for a chance to win promotional items.

Event #3

Students will develop, record, and film a public service announcement (PSA) to share the campaign goal of reducing speeding. The PSA will be done in two formats; an audio recording which will be played by the school during morning announcements and in a video format which will be posted on social media and emailed for parent announcements. The PSA will also be shared with local news outlets to involve the community.

Campaign Success Evaluation

Student knowledge will be evaluated with a pre/post-test system. The pre and post-test will be administered electronically via a google form. The results of the post-test will be compared to the pre-test to determine the effectiveness of the campaign. Student involvement will be measured by the number of pre and post-tests completed, the number of students in attendance in the school where public service announcements are administered, the video web series shared, and finally by the number of students who submitted a completion certificate for the Ford Driving Skills for Life Driving Academy. The campaign team will also track attendance and participation at each activity.

