



2013-2014 Application & Campaign Proposal

Michigan.gov/s4sd

Name of high school:	
Name of contact person:	

Name of high school:			
Street address:			
City:		Zip code:	County:
Name of principal:			
Principal phone number:		Principal e-mail address:	
Name of contact/adult advisor:			
Contact phone number:		Contact e-mail address:	
Grades included in school:			
Number of students in all grades enrolled in current academic year:			
School Web site (if applicable):			
School Facebook Page (if applicable)			
If selected, the \$2,000 check should be made out to:			

I have reviewed the participation requirements and timeline of important dates. I am aware of the guidelines for approved versus unapproved purchases. I understand the school must comply with the requirements and guidelines to be considered for the hands-on driving event prize. It is recommended that you use the attached checklist before submitting your application and proposal.

I understand submitting this application and campaign proposal does not guarantee the school will be selected to participate in Strive for a Safer Drive (S4SD) and receive funding.

Principal signature:		Date:	
Print principal name:			
Contact's signature:		Date:	
Print contact's name:			
Names of students on campaign proposal team (optional):			

Submit the completed application and campaign proposal **by October 4, 2013**. Options for submitting the application include:

E-mail: gidleyre@msu.edu
 Fax: 517-432-1192 – ATTN: S4SD
 Mail: Rebecca Gidley
 Department of Communication
 Attn: Strive for a Safer Drive
 404 Wilson Road, Room 573
 East Lansing, MI 48824



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Background (see sample proposal at Michigan.gov/s4sd)

Identify the traffic safety topic you selected for the campaign. Briefly describe why you selected the topic. This may include research and resources such as student surveys and media coverage if applicable. List the goal(s) of the campaign.



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Project Summary

*As completely as possible, describe the campaign you plan to develop. Identify the campaign name, timeline, and planned activities/events (minimum of three). **This should include a proposed budget, how you will incorporate Ford Driving Skills for Life and AAA Keys2Drive, and how you plan to work with the community and media.** A sample proposal, including a budget is available at Michigan.gov/s4sd for reference. Your campaign plans can change throughout the school year, but please be as detailed as possible so your project manager can help you develop your ideas and provide suggestions.*



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Evaluation

Briefly describe the planned methods for determining if the campaign met the proposed goal(s) and how you will implement those methods. Pre and post tests are preferred, but students are also encouraged to come up with creative methods for measuring campaign success.



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Checklist for Application Submission

- Adviser appointed
- Identify campaign goal/traffic safety topic
- Identify method for campaign evaluation
- Develop campaign name/slogan
- Submit planned budget
- Campaign has school-wide applicability
- Campaign integrates Ford Driving Skills for Life (drivingskillsforlife.com)
- Campaign integrates AAA Keys2Drive (teendriving.AAA.com)
- Three potential campaign events are developed
- Plan to involve the community
- Plan to involve the media

Questions

If you have any questions or need help completing the application, please contact your project manager, e-mail Rebecca Gidley at gidleyre@msu.edu or contact Linda Fech at (517) 241-2533 or fechl@michigan.gov.

The items on this checklist will be used in judging teams' final reports; therefore, it is recommended that your team cover as many of these items as possible in their application. Your campaign plans can change, but starting the planning process now will allow your project manager to help you develop your ideas and provide suggestions. Project managers are happy to help with any aspect of the application and will be available to help throughout the year with campaign planning, implementation, or evaluation.