

Please use the following document as a resource to help you better understand how your applications will be scored by our national team of judges. We encourage you to plan as a team as you work to complete an application which will meet the needs of your targeted community. If you have any questions or want to talk about your application further please contact the Project Ignition Team: Melissa Mitchell or Michael VanKeulen at: [projectignition@nylc.org](mailto:projectignition@nylc.org) or 1-888-856-7026.

### Summary:

Name of Project

Brief Summary

*Judges will be looking for three things in the summary; the what, why and how of your project.*

### Section One: Pre-Service

1. What teen driver safety issue(s) will you address?  
Why is this issue meaningful to you, your peers and your community?

*While working on this section, make sure the answer addresses an important teen driver safety issue. Importance should be determined by the needs of your target community (the group you are trying to influence), be based on research, and be a chosen topic rather than one assigned to the Project Ignition team.*

2. Who do you intend to impact with your project?  
Why did you choose this audience?

*We are looking for projects that clearly identify the target audience. Is the target audience one that you are likely to have influence with? Is there a demonstrated need to engage this audience? You want to give consideration to two primary qualities of your target audience: 1) Is this the largest possible audience you can effectively reach with your campaign? 2) Do you have evidence that this target audience faces risk and is in need to change their behavior?*

3. How do you plan to use the \$2,000 Project Ignition grant dollars?

*We are looking for a clear budget plan that outlines how schools will use the entire \$2,000 Project Ignition grant amount. This section can also be used to indicate in-kind and additional grants used to complete your teen driver safety initiative. Your expenses should align with your program goals and help maximize the reach and impact of your project.*

### Section Two: Service

1. How will you:
  - a. Draw attention to this issue?

*Events, regardless of size or expense are most valued when they grab the attention of the target audience over a period of time. For best scores, teams should consider:*

- ***Demonstrations** that will produce action or activities that allow the target audience to feel more connected, gain some ownership over the issue or their ability to affect the issue;*
- *A program where **media and merchandising** are effectively used to engage the target audience and produce a greater awareness and interest to act;*
- *Strategies to **engage another school** in their project. This may include engaging rival schools at sporting events or making presentations to elementary schools about ways non-drivers can be better, safer passengers.*

b. Get active participation from your audience?

*Plans should demonstrate the capacity throughout the program to produce:*

- *Audience engagement rather than simply passive messaging;*
- *At least two significant events; and*
- *More than one strategy to get audience attention/engagement.*

c. Make safe driving practices become the “norm” at your school?

*Plans should demonstrate how you will help your target community understand the current social norms related to teen driving and risk behaviors. How do you plan to have safer teen driving become the norm in your community?*

2. Indicate when you anticipate conducting key research, events and activities for your project.

*Best scores will be given to projects that go beyond one “Big Event” and sustain a clear message with research, events and activities over the entire grant period: January through April.*

3. How will youth be involved in planning, implementing and evaluating your project?

*In your application make sure judges understand how youth are or will be engaged in generating ideas during all aspects of the project, as well as having a voice in the decision-making processes throughout the experience.*

4. How will your team work with teachers to connect the project to the classroom/ curriculum?

*Indicate how state and/or local standards from core academic areas connect with key activities and events from your campaign. How will students demonstrate these skills through their Project Ignition efforts? Visit: [about service-learning](#) to learn more about how to connect classroom activities with your projects.*

5. How will you measure the change in behavior, impact and reach of your project?

*Measurement techniques for (impact on behaviors) could include:*

1. *Observing actual teen driving behavior in your community*
2. *Measuring teens' self-reported driving behaviors;*
3. *Comparing changes in pre- and post-campaign behaviors for your target audience.*

## Quality Application Criteria for Project Ignition

*Projects that plan for engagement of the largest possible target audience (reach) and plan to document that engagement are sought. Your evaluation plan should help the judges determine if your Project Ignition team is interested and capable of evaluating your impact and reach.*

6. What meaningful partnerships are or will be formed with other schools, community members, organizations and/ or government agencies?

*Partnerships should involve collaboration on common goals to impact teen driver safety in your community. Your plan should demonstrate your interest and capacity to form partnerships with key stakeholders (i.e. parents, school staff, community organizations, government agencies, etc.). Be specific by identifying who and why they make a good or likely partner.*

### Section Three: Post-Service

1. How will you collect, analyze and reflect on your results with your team and key stakeholder groups?

*Ideally you will complete quality evaluation of the impact of your program- collect that data (Project Ignition will provide you with tools), evaluate, and share your results with no less than two audiences – including at least one audience outside of your school.*

2. How will you celebrate your successes, thank those who should be thanked and obtain feedback on how to improve the project?

*Strong projects will include BOTH of the following:*

- *A variety of activities allowing stakeholders to demonstrate changes in their understanding, skills, attitudes and/or behavior.*
- *Opportunities for all stakeholders to share teen driver safety problems and solutions with the Project Ignition team at your school.*

3. What components of your project do you believe will be sustainable after the school year is over?

*The following are qualities of sustainability:*

- *Participation is voluntary;*
- *It engages a diverse population of stakeholders over a period of time;*
- *The Project Ignition campaign is tied to classroom goals;*
- *There is support from key stakeholders, administration, community leaders, and/or peers;*
- *There are signs of a strong and well organized leadership.*

### Section Four: Summative Evaluation of Application

Judges are looking for the following criteria to rate the application overall:

- *Connection to classroom learning and curriculum;*
- *The narrative is logical, clear, and based on research;*
- *It is well connected to community needs;*
- *There is evidence that the application and program will be youth led; and*
- *The key activities take place between January and end of April 2012.*