

## **APPLICATION GUIDELINES**

We know you're eager to get started, but before you do, there are a few things you should know about the application process. Take a minute to read the info below – it will make everything a little easier.

Applications must be complete. Make sure the entire application is filled out and all elements are complete. Partial applications will not be accepted, and all submissions must adhere to the rules and guidelines that you have read and confirmed that you fully understand.

### **Submissions must relate to Teen Driver Safety.**

Although the method of communication can vary, your submission must relate to Teen Driver Safety. No matter what type of program you propose, you must be able to measure the success of your program and it must be feasible to complete within a four (4) month time period (September 2009 — December 2009).

Grants will be awarded to a maximum of twenty-five (25) selected programs. The grantee's school will receive a \$2,000 grant, funded by State Farm®, to implement their program in the fall of 2009.

### **Judges' decisions are final.**

The decision of the judges selected by State Farm and the National Youth Leadership Council® on whether or not to make a grant is final. No grant application should be considered approved until the school has been notified in writing that a grant will be issued by the sponsors. Checks for approved grants will be issued to the selected schools in early September 2009.

## **JUDGING CRITERIA**

The Project Ignition judging panel will be comprised of creative professionals, teachers, administrators, and students who will select the 25 semifinalists. The judges will be asked to rate each application based on the following criteria:

1. Overall Impact of Project (quantitatively measurable results):  
Demonstrates ability to educate and impact real change among the target audience and/or the community. This section also takes into account the reach of the project. (25%)
2. Learning Objectives:  
Met clear learning objectives and was effectively integrated into the curriculum. Project should utilize service-learning principles. (25%)
3. Content of Message:  
Shows good insight and clarity of execution. Shows that the communication was clear, concise, relevant, and delivered in an effective manner. (20%)
4. Originality:  
Project is innovative in idea and execution, and memorable in its presentation and/or message. (20%)
5. Feasibility:  
Projects must be understood by the judges to be quality yet achievable within the stated time period (ex: having an adequate budget for goals, includes buy in from necessary stakeholders, achieves stated goals by Dec. 2009, etc).

**ENTRY DEADLINE: Applications must be submitted or faxed no later than June 30, 2009.**



## 2009-2010 PROJECT IGNITION APPLICATION

### School Information

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

School Phone: \_\_\_\_\_

School Fax: \_\_\_\_\_

School Web site: \_\_\_\_\_

School Federal Tax ID Number: \_\_\_\_\_

Closing Date for Summer 2009: \_\_\_\_\_

Opening Date for 2009-2010 School Year: \_\_\_\_\_

Has your school applied previously for a grant for Project Ignition?  Yes  No

Has your school received a grant previously for Project Ignition?  Yes  No

### Student Team Leader Information

Student Name: \_\_\_\_\_

Student E-mail Address: \_\_\_\_\_

Current Grade Level: \_\_\_\_\_

### Teacher Contact Information

Teacher Name: \_\_\_\_\_

Daytime Phone (School Year): \_\_\_\_\_

E-mail Address (School Year): \_\_\_\_\_

Daytime Phone (Summer): \_\_\_\_\_

E-mail Address (Summer): \_\_\_\_\_

Mailing Address (Summer): \_\_\_\_\_

**Note:** We communicate frequently via e-mail. Please be advised you will be receiving e-mail from Project Ignition via our coordinator.

Please answer the following questions on a separate sheet of paper. Please limit your answers to 350 words or less.

## Project Goal

In one sentence, tell us the overall goal of your Project Ignition proposal.

## Project Proposal

Name of Project: \_\_\_\_\_

A. What teen driver safety issue does your project address?

B. Why did you select this topic?

C. Why do you think your peers would be interested and act upon the message communicated by your project?

## Project Message

A. What is the message you will be delivering with your service-learning program? (i.e., "Buckle Up for Safety," "Don't Drink and Drive," etc.)

B. How will you deliver your message? (i.e., through an event, TV commercial, combination of elements, etc.)

C. Provide an in-depth overview of how your project is going to work. Keep in mind it needs to be executable within a four-month period of time.

## Faculty Section

**NOTE:** This section must be filled out by the faculty member that will sign the application.

A. How will this project be integrated into the curriculum of your school?

B. What classes/clubs will participate in the implementation of the project?

C. What learning objectives will be covered?

D. How will you motivate the students to implement the proposal?

E. How will you utilize your \$2,000 grant to implement your program?

### How did you hear about Project Ignition?

National Service-Learning Conference

National Service-Learning Exchange

State Farm Agent: \_\_\_\_\_

Department of Education

NYLC

ADTSEA

Other: \_\_\_\_\_

### What is your service-learning affiliation?

Service-Learning Leader School

First program with service-learning

School practices service-learning

ADTSEA

Other: \_\_\_\_\_

## **I HAVE READ AND UNDERSTAND THE RULES AND REGULATIONS**

### **Application Submission**

Applications must be submitted no later than June 30th, 2009. Please submit the signed application via mail or fax, using the address and number below.

Applicants agree to abide by all official program rules and any other applicable laws including, but not limited to, copyright and trademark laws. Copies of the official program rules will be provided upon request.

The sponsors reserve the right to disqualify and remove from participation any entry which is, in the judging panel's discretion, inappropriate, offensive, defamatory, or demeaning to sponsors' reputation or good will.

### **Questions:**

Call 1-888-856-7026 or e-mail [mvankeulen@nylc.org](mailto:mvankeulen@nylc.org).

### **Mailing Address:**

Project Ignition  
National Youth Leadership Council  
1667 Snelling Avenue, Suite D300  
Saint Paul, MN 55108

### **Fax Number:**

(651) 631-2955

## SIGNATURE PAGE

Name of School: \_\_\_\_\_

Address of School: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

School Phone: \_\_\_\_\_

Project Name: \_\_\_\_\_

Name of Teacher: \_\_\_\_\_

E-mail Address of Teacher: \_\_\_\_\_

Teacher's signature

\_\_\_\_\_

Student Team Leader signature

\_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Principal's signature

\_\_\_\_\_

Date: \_\_\_\_\_

