

Participation Requirements

The campaign team must:

- Be student-led; students must run the campaign and execute all campaign elements.
- Have a faculty and/or adult advisor who oversees the student-led team.
- Identify a campaign goal(s) and develop and implement an evaluation of that goal(s).
- Develop a campaign name/slogan.
- Label all documents and final report with school's name.
- Use funds only for S4SD campaign-related activities and items.
- Expenditure guidelines for approved purchases are available on Michigan.gov/s4sd.
- A log of expenses must be maintained using the [Expense Tracking Form](#).
- Schools may not solicit monetary donations or supplement campaign funding with other school funds.
- In-kind contributions and uncompensated volunteers are permitted.
- Prepare and submit a five to seven-minute video or a PowerPoint with a written summary of campaign.

The campaign must:

- Have school-wide applicability.
- Focus on one of the following traffic safety topics:

Seat belt safety

Speeding

Impaired driving

Distracted driving – texting, music, phones, passengers, etc.

Winter driving

Pedestrian safety

Winter riving

Night driving

Passenger safety

- Incorporate Ford Driving Skills for Life.
- Incorporate S4SD branding within the campaign and in the video and PowerPoint.
- Complete a pre and post-test for corresponding traffic safety topic (Link sent by S4SD program coordinator)
- Complete the seat belt observational survey (see toolkit) regardless of traffic safety topic chosen.
- Include at least three activities during the campaign.
- Involve the community and local media.

The final report and video or PowerPoint must:

- Demonstrate each activity, including what was done, when, how, and the results.
- Describe how Ford Driving Skills for Life was used.
- Explain the community and media outreach or involvement.
- Include the evaluation of the campaign goal(s) – pre and post-testing.
- PowerPoint presentations should be between 10 and 20 slides, include pictures and brief bullet points.
- Videos should be between five and seven minutes and uploaded to YouTube. Attach the link in Canvas
- PowerPoints should be uploaded to Canvas
- While creating videos and planning events you must follow all federal, state, and local laws (i.e., wear safety belts, don't text and drive, etc.)
- Include the completed [Expense Tracking Form](#) with copies of receipts and invoices.

NOTE: Schools may set their own guidelines and requirements for student participation on the campaign team. Strive For a Safer Drive does not have requirements on the number of students participating on the campaign team, how the students are chosen, or who/when can drop/add, who attends the Ride & Drive, etc.

Failure to follow these guidelines will result in disqualification from the judging process. Disqualified schools will be ineligible to attend the hands-on driving events. Questions should be directed to the program coordinator.