**KINDNESS BADGE AWARD**

**Project Proposal**

**Details of Project**

**School:**

**Uniformed Group(s):**

Digital campaign or Physical campaign?

**Project Type:**

**Project Title:**

**Kindness Theme:**

**Teacher(s)-in-charge:**

**Email Address(s):**

**Contact Number(s):**

**Team Members’ Full Names (As in NRIC):**

**1)**

**2)**

**3)**

**4)**

**5)**

**6)**

**7)**

**8)**

**9)**

**10)**

**11)**

**12)**

(*Please ensure that team member’s FULL NAMES are spelled correctly.)*

**Project Idea**

In this section, explain your team’s overall plan for the campaign.

**Project Objectives**

In this section, state the outcomes that your team would like to achieve through the campaign.

**Target Audience**

Age group:

Target size:

Any other information:

**Details of Project**

For physical campaigns, share with us the intended activity or event, steps for preparation, ways to rally schoolmates to support the project, etc.

For digital campaigns, share with us the Instagram username and biography, types of content that will be posted, ways to engage your online followers, etc.

**Roles and Logistics**

List team members’ roles and job scopes for the campaign.

|  |  |
| --- | --- |
| **Name** | **Role** |
|  | e.g. Source for activity materials, Draft captions for Instagram posts |
|  |  |

List the logistics and budget required, if any. Do indicate ‘SKF Funding’ if you intend to apply for funding for the items stated.

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Purpose** | **Amount** | **Source** |
| Item A |  | $-.-- | Buy from xxx (SKF Funding) |
| Item B |  | $-.-- | Taken from home |
|  |  |  |  |

**Timeline**

In this section, indicate the estimated timeline of your campaign, from the preparation to execution phase.

|  |  |  |
| --- | --- | --- |
| **Brainstorming** | **Start Date** | **End Date** |
| Details:* E.g. Team members meet to plan campaign activities
 | DD/MM/YY | DD/MM/YY |
| **Gather Logistics** | **Start Date** | **End Date** |
| Details: | DD/MM/YY | DD/MM/YY |
| **Prepare Materials** | **Start Date** | **End Date** |
| Details:* E.g. Distribute cards and write appreciation notes
 | DD/MM/YY | DD/MM/YY |
| **Post on Instagram** | **Start Date** | **End Date** |
| Details: | DD/MM/YY | DD/MM/YY |

If your team is organising an event for your project, share with us the proposed schedule of the event.

|  |  |  |
| --- | --- | --- |
| **Time** | **Activity** | **Venue** |
| 1100-1115 | Briefing for team members |  |
| … |  |  |

**Conclusion and Evaluation**

Indicate the potential impact or outcomes of your campaign, how you intend to measure the level of success, possible challenges or limitations you may face.

**Appendices (Optional)**

In this section, you may include any drafts of materials that you intend to create if you have them ready.