**KINDNESS BADGE AWARD**

**Project Proposal**

**Overview**

**School:**

**Uniformed Group(s):**

Digital campaign or Physical campaign?

**Project Type:**

Your own title

**Project Title:**

Neighbourliness, Appreciation, Online Etiquette, Local-Foreigner Integration, Mental Wellness, or General Kindness?

**Kindness Theme:**

**Teacher-in-charge:**

**Teacher’s Email:**

**Teacher’s Contact Number:**

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

|  |  |
| --- | --- |
| 1) |  |
| 2) |  |
| 3) |  |
| 4) |  |
| 5) |  |
| 6) |  |
| 7) |  |
| 8) |  |
| 9) |  |
| 10) |  |

|  |  |
| --- | --- |
| 11) |  |
| 12) |  |

(*Please ensure that team members’ full names are spelled correctly.)*

**Project Idea and Objectives**

Your team’s overall plan for the campaign, outcomes you would like to achieve, etc.

**Target Audience**

Age group:

Target size:

Any other information:

**Details of Project**

For physical campaigns, indicate the planned activity or event, steps for preparation, ways to rally schoolmates to support the project, etc.

For digital campaigns, indicate the Instagram username and description, types of content that will be posted, ways to engage your online followers, etc.

Plan for post 1 –

Plan for post 2 –

Plan for post 3 –

*\*A minimum of 10 posts are required for the actual online campaign.*

*\*\*Please check with SKM on the usage of our logo/name on any online platform, if necessary.*

**Roles, Logistics and Budget**

|  |  |
| --- | --- |
| **Name** | **Role** |
|  | e.g. Gather materials for activity booth |
|  | e.g. Design posters |
|  | e.g. Write captions for Instagram posts |
|  |  |
|  |  |

List the logistics and budget required, if any. Do indicate ‘SKF Funding’ if you intend to apply for funding via the SKF application form. If you are planning to give out prizes for your activities, please check with SKM on the possible items we can offer (on a case-by-case basis).

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Purpose** | **Amount** | **Source** |
| Item A |  |  | e.g. Taken from home |
| Item B |  |  | e.g. Buy from xxx  (SKF / CCA Funding) |
|  |  |  |  |

**Timeline**

|  |  |  |
| --- | --- | --- |
| **Brainstorming** | **Start Date** | **End Date** |
| * E.g. Team members meet to plan project objectives and details |  |  |
| **Complete Project Proposal** (to follow deadline given) | **Start Date** | **End Date** |
| * E.g. Edit project based on feedback given |  |  |
| **Implementation** | **Start Date** | **End Date** |
| * E.g. Distribute cards and write thank-you notes * E.g. Delegate tasks, post online twice weekly, etc. |  |  |
| **Complete Project Report** (to follow deadline given) | **Start Date** | **End Date** |
| * E.g. Consolidate all images |  |  |

**Appendices (Optional)**

In this section, you may include any drafts of materials that you plan to create if you have them ready. Remember to keep photos and videos of your project implementation so that you may submit them after the project is completed!