**KINDNESS BADGE AWARD**

**Project Proposal**

**Overview**

**School:**

**Uniformed Group(s):**

Digital campaign or Physical campaign?

**Project Type:**

Team’s own title

**Project Title:**

Neighbourliness, Cyber Kindness, Foreigner-Local Integration, Mental Wellness & Empathy, Appreciation

**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 spelt correctly.)*

**Project Idea and Objectives**

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

**Target Audience**

Target audience:

Age group:

Target size:

**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 handle and description, types of content that will be posted, ways to engage your online followers, etc.

Plan for IG Post 1 –

Plan for IG Post 2 –

Plan for IG Post 3 –

*\*A minimum of 10 posts (excluding IG Stories) are required for the actual online campaign.*

*\*\*Please check with SKM before using our logo/name on your team’s Instagram page or campaign posters.*

NOTE: For physical/digital campaigns on Mental Wellness & Empathy

* Refer to the ***KBA Phase 2 Project Guide*** document to pick out a few websites that your team will be referring to for your project implementation.
* Include the selected website links in this section, along with your plans for what information will be taken from those links (please remember to credit the websites during your actual project implementation).

**Roles, Logistics and Budget**

|  |  |
| --- | --- |
| **Roles** | **Names** |
| e.g. Gather materials for activity booth |  |
| e.g. Design posters |  |
| e.g. Create 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 in school, 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. Print posters, set up game booth * E.g. Delegate tasks, post online twice weekly |  |  |
| **Complete Project Report** (to follow deadline given) | **Start Date** | **End Date** |
| * E.g. Consolidate all images/videos for submission |  |  |