



## Seat Belt Awareness Campaign Guidelines

Students applying for a Kailee Mills Foundation Scholarship must complete a seat belt awareness campaign in their school and/or community. The purpose of the campaign is to share the importance of seat belt use while encouraging others to always wear their seat belts and to join you in helping share this message.

Completed scholarship applications (online application and awareness campaign) are due by May 1. Seat belt awareness campaigns can be completed before or after the online application is submitted so long as all items are complete and submitted by the May 1 deadline.

Although campaigns are student-led, Kailee Mills Foundation is happy to support your campaign by following along, joining in, and providing promotional products and marketing materials that can help increase its success. You may email [scholarships@kaileemillsfoundation.org](mailto:scholarships@kaileemillsfoundation.org) to request the promotional/marketing items, support, or to let us know your campaign has begun and where we can find it.

We have listed some ideas below that would make great tools to include in a campaign. These are meant for inspirational purposes:

- A seat belt use petition encouraging others to commit to always buckling up (i.e. "I promise to always wear my seat belt and make sure everyone in the vehicle does too"). This can be an online petition.
- A questionnaire or survey to gather seat belt use information from people in your community
- Seat belt selfie nominations encouraging others to get involved by sharing their selfie and nominating others to do the same (social media).
- A fundraiser supporting Kailee Mills Foundation
- Be creative and come up with your own ways to make an impact in your community by raising awareness and/or helping a family that has lost a family member in a fatal crash
- Seat belt testimonials from crash survivors (video is preferred)

There is no requirement on campaign length. Students can run the campaign for as long or short as they wish, but the results must be submitted by the May 1 deadline.

Once the campaign has ended, students must submit a final report including the following items to [scholarships@kaileemillsfoundation.org](mailto:scholarships@kaileemillsfoundation.org):

- Details of the campaign
  - Analytics showing any or all of the following:
    - how many people were reached,
    - how many people engaged with the campaign,
    - how people received or responded to the information/campaign (whether positive or negative),
    - or any other information you feel is important to include
- One or two paragraphs (or more) sharing what you enjoyed about the campaign and what you learned during the process.

In fairness to all applicants, your results should be quantifiable, measurable, and verifiable. If using social media platforms, we will measure your impact based on general engagement (likes, shares, retweets, views, comments, etc).

We are excited to see all of the creative ways that you will be making an impact in your community. This campaign will help to build skills that prepare you for college, future careers and safe driving. You should also feel proud of your achievements in helping save lives, one seat belt click at a time!