



## Seat Belt Safety 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.

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

For inspirational purposes, some campaign ideas are petitions, pledges, surveys, fundraisers, social media challenges, testimonials, etc. You are encouraged to use your creativity for your campaign to stand out from others and make the biggest impact on yourself and your community. The KMF scholarship is very competitive, so make sure to give it your all!

There is no requirement on campaign length. Students can run the campaign for as long or short as they wish, but the following campaign requirements must be met:

- Explanation of the campaign and activities performed (ex. how/why you chose this campaign, what the campaign was supposed to accomplish, details of the campaign activities;
- Analytics/metrics showing participation, reach/impact, and/or success. Campaign must reach no less than 500 people. (data must include total number of people reached, city, state, and county of campaign, photos, and written report of campaign results. Your data should be measurable and verifiable. Screenshots are acceptable so we may verify your campaign results.;
- No less than two paragraphs sharing what you enjoyed about the campaign and what you learned during the process.
- A completed fundraiser benefiting the Kailee Mills Foundation. Funds can be raised via Facebook and/or Instagram by selecting the Kailee Mills Foundation as a recipient, or offline with a check mailed/delivered to KMF. Please contact [sara@kaileemillsfoundation.org](mailto:sara@kaileemillsfoundation.org) with questions.

Once the campaign has ended, students must upload their final report including all items and proof listed above within their scholarship application at [kaileemillsfoundation.org/scholarships](http://kaileemillsfoundation.org/scholarships). Complete applications must be submitted by March 15.

Kailee Mills Foundation reserves the right to share your campaign report as an example for future applicants.