



## 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 [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.

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.

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

Once the campaign has ended, students must submit a final report including the following items within their scholarship application at [kaileemillsfoundation.org/scholarships](https://kaileemillsfoundation.org/scholarships).

- Explanation of the campaign and activities performed;
- Analytics/metrics showing participation and/or success;
- 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 measurable and verifiable.

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