



### YFC 2017 Selection Interview: Scoring Guidelines for Teams

<p><b>Aims and benefits of the project (10%)</b></p>	<p>Proposal clearly states how the team will <u>achieve ALL 3 elements</u>:</p> <ul style="list-style-type: none"> <li>• Increased awareness of the cause</li> <li>• Raising of funds</li> <li>• Creation of opportunities for the VWO's beneficiaries to participate in any aspect of the project</li> </ul>
<p><b>Creativity &amp; Innovation (20%)</b></p>	<p>The proposal clearly explains the service / product offering <u>AND</u> the method of marketing/promotion.</p> <ul style="list-style-type: none"> <li>• The judge has a <u>high degree of confidence</u> that:             <ul style="list-style-type: none"> <li>○ There will be demand for the service/product offered; AND the method of marketing/ promotion will be effective in selling the service /product.</li> <li>○ In the judge's opinion, there are <u>many original/unique aspects in BOTH</u> the service/product being offered AND method of marketing/promotion ideas.</li> </ul> </li> </ul>
<p><b>Feasibility of project idea (10%)</b></p>	<ul style="list-style-type: none"> <li>• The service/product can be <u>easily</u> manufactured, obtained and/or delivered by the team.</li> <li>• The method of marketing / promotion can be <u>executed effectively</u> within the given timeframe.</li> </ul>
<p><b>Implementation and Execution (20%)</b></p>	<p>The proposed action plan <u>includes ALL</u> of the elements listed below, AND all elements are well-defined:</p> <ul style="list-style-type: none"> <li>• Timelines for each project phase</li> <li>• Details on how the services / products will be manufactured or delivered</li> <li>• Details on how the services / products will be marketed and promoted</li> <li>• List of anticipated challenges during project implementation</li> <li>• For each challenge, a plan of how they can be overcome</li> </ul>
<p><b>Public Education &amp; Awareness (10%)</b></p>	<p>Team is able to <u>clearly and convincingly present details for all 3 areas</u> below:</p> <ul style="list-style-type: none"> <li>• How to create public awareness for VWO's cause</li> <li>• The message that the team will promote on behalf of the VWO</li> <li>• A <u>realistic estimate</u> of the number of people that the message will reach in the wider community</li> </ul>
<p><b>Involvement of Volunteers (10%)</b></p>	<p>Team is able to <u>clearly and convincingly present details for all 3 areas</u> below:</p> <ul style="list-style-type: none"> <li>• How volunteers will be recruited</li> <li>• How volunteers will be mobilized and motivated to achieve the plan</li> <li>• A <u>realistic estimate</u> of the number of volunteers based on the stated volunteer recruitment plan</li> </ul>
<p><b>Financial Targets (10%)</b></p>	<ul style="list-style-type: none"> <li>• Team has ideas that are <u>highly feasible</u>, and a proposed action plan that has <u>all key elements well-defined</u>.</li> </ul>
<p><b>Presentation (10%)</b></p>	<ul style="list-style-type: none"> <li>• Team came prepared with all materials required for presentation</li> <li>• Most or all of the team members could <u>demonstrate ALL</u> the key points in their presentation, so that the judge found the presentation to be logical, convincing and easy to understand for most of the key points</li> <li>• Team managed the time well, and <u>DID NOT run over</u> their allotted presentation time</li> <li>• Most or all of the team members demonstrated a high degree of passion and enthusiasm</li> <li>• With little or NO prompting from judge, team members were able to spontaneously express themselves on all of the below:             <ul style="list-style-type: none"> <li>○ Why they participated in Citi-YMCA Youth For Causes</li> <li>○ Why they chose the VWO that they did</li> <li>○ And what they learned</li> </ul> </li> </ul>
<p><b>Total: 100%</b></p>	