

YFC 2018 Selection Interview: Scoring Guidelines for Teams

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| Aims and benefits of the project (10%) | <p>Proposal clearly states how the team will <u>achieve ALL 3 elements</u>:</p> <ul style="list-style-type: none"> • Increased awareness of the cause • Raising of funds • Creation of opportunities for the VWO's beneficiaries to participate in any aspect of the project |
| Feasibility of project idea (10%) | <ul style="list-style-type: none"> • The service/product can be <u>easily</u> manufactured, obtained and/or delivered by the team. • The method of marketing / promotion can be <u>executed effectively</u> within the given timeframe. |
| Implementation and Execution (20%) | <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"> • Timelines for each project phase • Details on how the services / products will be manufactured or delivered • Details on how the services / products will be marketed and promoted • List of anticipated challenges during project implementation • For each challenge, a plan of how they can be overcome |
| Creativity & Innovation (20%) | <p>The proposal clearly explains the service / product offering <u>AND</u> the method of marketing/promotion.</p> <ul style="list-style-type: none"> • The judge has a <u>high degree of confidence</u> that: <ul style="list-style-type: none"> ○ There will be demand for the service/product offered; AND the method of marketing/ promotion will be effective in selling the service /product. ○ 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. |
| Public Education & Awareness (10%) | <p>Team is able to <u>clearly and convincingly</u> present details for all 3 areas below:</p> <ul style="list-style-type: none"> • How to create public awareness for VWO's cause • The message that the team will promote on behalf of the VWO • A <u>realistic estimate</u> of the number of people that the message will reach in the wider community |
| Volunteer Mobilization (10%) | <p>Team is able to <u>clearly and convincingly</u> present details for all 3 areas below:</p> <ul style="list-style-type: none"> • How volunteers will be recruited • How volunteers will be mobilized and motivated to achieve the plan • A <u>realistic estimate</u> of the number of volunteers based on the stated volunteer recruitment plan |
| Financial Targets (10%) | <ul style="list-style-type: none"> • Team has ideas that are <u>highly feasible</u>, and a proposed action plan that has all <u>key elements well-defined</u>. |
| Presentation (10%) | <ul style="list-style-type: none"> • Team came prepared with all materials required for presentation • 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 • Team managed the time well, and <u>DID NOT run over</u> their allotted presentation time • Most or all of the team members demonstrated a high degree of passion and enthusiasm • 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"> ○ Why they participated in Citi-YMCA Youth For Causes ○ Why they chose the VWO that they did ○ And what they learned |
| Total: 100% | |