



YFC 2022 Selection Interview: Scoring Guidelines for Teams
(In view of Covid-19 restrictions)

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 SSA's beneficiaries to participate in any aspect of the project
Feasibility of project idea (10%)	<ul style="list-style-type: none"> • The funding plan is sensible in terms of the capital given to launch and operate. • The plan takes a practical approach to milestones/each project phase 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, marketed and delivered. • <u>Engages meaningfully with the SSA and the community of stakeholders</u>
Creativity & Innovation (20%)	<p>The proposal clearly explains the service / product offering <u>AND</u> the method of marketing/promotion.</p> <p>The proposal reflects an innovative approach</p> <ul style="list-style-type: none"> ○ Is the implementation of the project idea imaginative, original, creative, inventive? ○ Does the project contribute to the social appreciation of the target group?
Public Education & Awareness (10%)	<p>Team is able to <u>clearly and convincingly present details for all 5 areas</u> below:</p> <ul style="list-style-type: none"> • Has a clear understanding of the social issue it seeks to address • Why the issue is important • How to create public awareness for SSA's cause • The message that the team will promote on behalf of the SSA • A <u>realistic estimate</u> of the number of people that the message will reach in the wider community
Volunteer Mobilization / Community Management (10%)	<p>Team is able to <u>clearly and convincingly present details for all 3 areas</u> below:</p> <ul style="list-style-type: none"> • How volunteers will be recruited • How volunteers will be mobilized, motivated & engaged 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 <u>all 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 YMCA Youth For Causes ○ Why they chose the SSA that they did ○ And what they learned
Total: 100%	