

**YFC 2023 Selection Interview: Scoring Guidelines for Teams**  
(In view of Covid-19 restrictions)

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