

## **Written Proposal**

The written proposal must include the following:

1. A description of the CURRENT space, including:
  - a. Geographical information (where is it located and what is the terrain like there?)
  - b. Site information (what is it currently being used for, if anything? Who owns the site, or manages the space?)
2. An overview of the neighborhood
  - a. Demographic information: population, % of population under 18, average income level.
  - b. Framing the problem: What does this neighborhood NEED?
  - c. A description of the evidence that supports these needs.
    - i. Walk Score Analysis
    - ii. Survey Results
    - iii. Environmental Assessment
3. An overview of your design idea: What is your idea, and how will your idea address these needs / solve these problems?
  - a. Description of the design model features
  - b. Explain the function of each feature—what is its purpose in the design?
4. A description of the fundraising plan
  - a. How will you raise the funds for the project?
  - b. Why will funders be interested in this project?
5. Conclusion: Persuasively state your best argument for how this project will enrich the health of the neighborhood.

## Fundraising Plan

The Fundraising Plan must include the following:

1. A Requirements Inventory (What do you need for the Project?)
  - a. List of Materials / Labor Requirements to be Purchased
  - b. List of Materials / Labor Requirements to be Donated
2. A List of Potential Sources of Funding (Whom will you ask to contribute?)
  - a. Philanthropy Organizations
  - b. Government Agencies
  - c. Neighborhood Groups / Residents
  - d. Corporations
  - e. Non-profit Groups
  - f. Individuals
3. Major Event Plan (e.g., Run/Walk, Gala)
  - a. Description of Event
  - b. Location
  - c. Source of Fundraising (e.g., ticket sales, auction, participants)
4. Campaign / Collateral Material Prototypes (You will design and construct)
  - a. POP / Mailer Brochure
  - b. Blast email
  - c. Awareness or Event Poster
  - d. Social Media Site
  - e. Website
  - f. PSA (15 second, 30 second, 60 second spots)
  - g. "Ask" Script
5. A Fundraising Timeline
  - a. Schedule of Fundraising (How long will your campaign go on? When will it be?)
  - b. Important Dates (When will you hold any events? When are you sending out information / putting out promotions? How often will you update social media?)

Overall: The event that you plan and materials you construct should all have the important elements necessary for successful fundraising:

- ✓ **Establish the Need** (What concern are you addressing? Why should people care?)
- ✓ **Propose the Solution** (How does your project address the need? What problem does it solve?)
- ✓ **Make a Call to Action** (What should people do to contribute? What step do you want them to take?)

## **Model Proposal Requirements**

Your model will be a three dimensional representation of your plan for your site. It will bring to life your ideas, your research and your imaginations. This model will be an opportunity for you to showcase what you have learned and what you have envisioned as a viable opportunity for the unused space in your chosen site. It will incorporate the opinions of the community members you have spoken with, human impact on the environment, and distance modeling.

1. The Model proposal must include a Blueprint and floor plan of the final model as well as original drafts. Your proposal must include at least one human figure for the purpose of showing relative size of the model.
2. The Model proposal must show excellent integration with the environment, taking into consideration the existing surroundings and community necessities. Your proposal must include at least one version of renewable energy components. Examples: Solar Panels, Wind mills, Geothermic, etc...
3. The Model proposal must be created with one or all of the following materials:
  - Foam board, Construction Paper, Regular Paper, Card board, Poster Board, other materials approved by teacher\*.
4. Your proposal must be recreated with Google Sketch Up. This will be your digital version of your model.

### **Materials provided:**

- Glue
- Scissors
- Construction Paper
- Foam panel
- Paint
- Rulers
- Pencils/erasers
- Markers
- Colored pencil/artists' crayons
- Adhesives

\*Students are free to bring new materials and objects to include in their models

## **Pitch**



HSLAD 2012 Freshman Intersession

The pitch must include the following:

1. A script of what you will say during your presentation, including:
  - a. A description of the current space
  - b. An overview of the neighborhood and what the neighborhood needs
    - i. Demographic information
    - ii. Framing the problem
    - iii. Inform audience about evidence you have and broad conclusions
  - c. An overview of your design idea and how it will address those needs
  - d. A brief explanation of the 3D model
  - e. A description of your fundraising plan OR a fundraising request and assessment
  - f. A personal touch to engage the audience
    - i. The audience needs a figure to identify and empathize with, who will be helped by your design
    - ii. Explain how the design benefits a large number of people or the whole community
  - g. A storytelling flow
    - i. The presentation should include colorful or enticing anecdotes
    - ii. The presentation should entice the audience to imagine what a world with your design will look like
    - iii. Weave together soft evidence (anecdotes, surveys) with hard evidence (walk score analysis, environmental assessment)
  - h. A timing and speaking guide
    - i. How long the whole presentation will take
    - ii. How long to spend on each slide or visual
    - iii. When to pause, emphasize, raise volume, etc.
2. A keynote/powerpoint presentation to support your speech, including:
  - a. A visual representation of your design
  - b. A logo to represent your project
  - c. A tagline and brand to make your design stick in the minds of your audience
  - d. Slides that support what you are saying, not repeating what you are saying
3. An explanation on how you would adjust your presentation for different audiences
  - a. Possible donor(s)
  - b. Current owner(s) of the space
  - c. The city government (department of buildings, parks department, etc)
  - d. Community members
4. An anticipation guide for a Q&A session, including:
  - a. What sort of questions you might expect an audience to ask that is not addressed in the presentation
  - b. How you can answer those questions concisely