

RIDE LIKE A FRIEND DRIVE LIKE YOU CARE

Student Leader RLAF Implementation Checklist

This checklist is designed to assist student leaders in assessing level of preparation and team buy-in.

PLANNING CHECKLIST

- Advisor and administrators are on-board with the campaign
- School advisor has reviewed campaign content and implementation
- Student leaders trained on campaign content and implementation
- Funds secured to print campaign materials
- School-based RLAF campaign team created
- Other clubs, teams, and opinion leaders recruited to participate in planning the campaign
- Working group comprised of a cross-section of the student body is involved in campaign planning
- Generating Excitement action plan has been developed
- Campaign Implementation action plan has been developed
- Campaign materials selected and printed/purchased/donated
- Decided between conducting a formal campaign launch, or a school-wide announcement
- School newspaper and local media contacted to determine PSA and editorial deadlines
- Campaign polling locations selected based on volume of foot traffic and the possibility of a 1-3 minutes transition time to support completing the poll
- Decided on who will tally polling results daily and how
- Decided how polls will be publicized daily (i.e. PA system, classroom announcements, email blitz, etc.)
- Planned a team celebration to recognize campaign successes
- Campaign budget has been reconciled
- Campaign comments and evaluation completed and collected

