



2018 Marine Debris Creative Advocacy Competition

Final Project Report Checklist

Your completed Final Project Report will include the following:

- Statement of Problem** (50 words) – How does marine debris impact your school or community?
- Objectives** (100 words) – What specific goals did you hope to achieve through your campaign?
- Target Audiences** (100 words) – Who did you engage in your campaign? Did you form any partnerships? Who benefited from the campaign?
- Anticipated & Actual Challenges** (100 words) – What challenges did you expect to face during your campaign? What complications actually arose? How did you modify your campaign to address these unexpected challenges?
- Budget Narrative** (150 words) – Did you need funding to execute your campaign? How did you raise money? If applicable, please list your expenses and funding sources.
- Project Activities** (250 words) – Describe at least one marine debris prevention activity or event that you completed as part of your advocacy campaign. Include how you integrated the creative arts into this activity.
- Impacts** (200 words) – What did you achieve? Be specific! (For example, did you educate other youth about recycling, or reduce plastic use?) How many people did you reach? How many volunteer hours were spent on your campaign? Do you think that your campaign has the potential to have continued, long-term impacts?
- Personal Reflection** (250 words) – What has been the most meaningful part of the campaign to you? What skills have you gained from this experience? How have your environmental attitudes changed? Has this experience changed actions in your everyday life?
- Supporting Materials:**
 - **Video** (required) – URL link to original 3-5 minute YouTube or Vimeo video that includes an overview of the marine debris problem; your campaign goals, audiences, activities, challenges, and accomplishments; and a call-to-action
 - **Campaign Artifacts** (optional, but recommended) – Copies of creative materials created during campaign development, including – but not limited to – research or brainstorming notes, interview transcripts, task lists, maps, artwork, photographs, audio files, PowerPoint presentations, and communications materials such as flyers or brochures
 - **Works Cited** (required, if applicable) – List of the sources of all works of art used in your campaign that are not your own

In addition, each student must complete the required **Pre- and Post-Participation Surveys**, which will be made available via email after the student's registration has been approved and after the Final Project Report has been submitted, respectively.