



Movement Presentation Guidelines, 2010

Movement leaders must pitch their movement and convince Social-M judges that their movement is innovative, promises to make a valuable impact on campus and off, and can feasibly achieve its objectives. Presentations should communicate core objectives, operating principles, current progress, implementation lessons, and plans for future action. Please see the accompanying document for the movement evaluation guidelines.

Presentations will consist of **three components**, each weighted as designated below:

- An **oral presentation**, lasting no longer than six minutes, with up to ten minutes of moderated question and answer (40%)
- **Written documentation**, consisting of a maximum of six pages at a minimum font size of 12 (40%)
- Movement **activity statistics**, compiled by Blitz Bazaar (20%)

Written documentation must be submitted - through the appropriate link at social-m.blitzbazaar.com - by 8pm PST on Saturday, February 27th, 2010 for Phase II award consideration. Online movement activity statistics will be compiled concurrently. Oral presentations will be scheduled for one of two judging sessions during the week of March 1st. All movement leaders must be registered Blitz Bazaar users. At least one of the leaders making the oral presentation must be a currently enrolled Stanford student.

The oral presentation format is open to the presenters' preferences (e.g. digital slides, physical slides, posters, performance art) but should complement written documentation in answering the following questions:

Movement What is the movement's behavior change goal?

Motivation How would this behavior change positively affect environmental sustainability?
What is the historical precedence for the movement?

Methods What is the movement's core social innovation?
How have you conducted this movement in its first four weeks?

Metrics How has the movement measured its own effectiveness?

Money How has the movement made use of resources to date?
How will the movement allocate a \$10,000 infusion?

Mobilization How will the movement grow and sustain itself after the Challenge?