



Democracy 2.0 Competition Guide



Mobilize.org Democracy 2.0 Awards are for Millennials aged 18 to 34 from across the United States. Applicants must be prepared to pitch proposals to their peers (fellow summit participants), expert advisors, and judges.

Our Democracy 2.0 Summit "Target 2020: My Education. Our Future." will engage Millennials in discussions and idea generation focusing on college completion through community problem solving. We believe the programs, projects and results generated from this summit series will show the connections between Millennials completing and helping their peers complete their education and the collective economic impact it can have on our country by the year 2018.

These ideas will be evaluated according to criteria set by existing projects and initiatives in the field, but are judged based on their "change potential" and innovative ideas that Millennials bring to the summit. The competition process involves the combination of votes by a panel of expert judges and the peers of competition participants. The 5 votes are weighted in the following way:

1. *Relationship to Democracy 2.0 (40%)*
2. *Effective use of new/social media communications (15%)*
3. *Creativity/Innovation of the Idea (15%)*
4. *Social Impact of the Idea (15%)*
5. *Sustainability of the Idea (15%)*

The first vote, on projects' relationship to Democracy 2.0, is very important. Proposing teams should keep in mind the values and ideas embodied in the Democracy 2.0 Declaration, which can be found on the Mobilize.org website.

Competition Process

Proposals will be accepted from confirmed participants until October 11, 2010 at midnight EST. Due to time limitations, not all proposals will be accepted. Teams that are invited to compete in the final competition during the Democracy 2.0 Summit will be informed by October 14, 2010. Teams with proposals that are similar to each other may be contacted and asked to consider collaborating; we have often had teams join up on their own once they arrived at the summit and talked about their ideas. Collaboration is a key value of Democracy 2.0 and may increase a project's chances of success.

At each summit 150 students from America's community colleges will identify barriers they face in completing their postsecondary education and develop community solutions that will address them. Utilizing keypad-voting technology, Summit participants will select the top five projects that will receive a share of \$25,000 to be implemented in their communities or online. Winners will also receive a year of support from Mobilize.org, civic organizations, and its institutional partners.

The first day of the Summit is a combination of small-group discussions, interactive voting, and keynote addresses from prominent experts in the education,

occupational and civic fields.

Interactive voting, which is key to most sessions during the summit, allows participants to vote and prioritize ideas or solutions during large group discussions. The results can be shared with the participants immediately and discussed to drive conversation in a way that recognizes both consensus and disagreement. By taking demographic votes at the beginning of the summit we also understand where differences in opinions exist in real-time, and build understanding between individuals and various demographical groups in a respectful, safe way.

After lunch, participants will meet with experts from various fields (such as media, foundations and policy) to discuss their proposals, ask and answer questions about their ideas, and ultimately refine their presentations before the final round of the competition.

Experts will be available to discuss your proposal from the following perspectives:

1. Effective use of press outreach in your plans
2. Engaging Millennials in events and outreach
3. Sustainable planning for resources
4. Showing how your proposal uses social media
5. Explaining how your proposal addresses the issues
6. Managing and planning your project efficiently

Teams will spend the afternoon rotating through these sessions, and with Mobilize.org staff available to answer questions, to refine both their proposals and presentation skills. Expert sessions are open to all conference participants, regardless of whether they have advanced to the final round of the competition. A space will be provided to allow teams to practice their pitches in front of others.

On the final day of the summit, participants whose proposals have been accepted as finalists in the Democracy 2.0 Awards Competition will have a chance to “pitch” their proposal to the other participants and the team of judges. Each team will have 5 minutes for their presentation. After each presentation the group will vote the presentation according to the Democracy 2.0 scale.

Democracy 2.0 Competitors may use up to 10 presentation slides, which must be given/transferred to the A/V team by 8:30am via USB thumb drive. All judges and participants will be able to vote on the proposal, but presenters may not vote for themselves and will be asked to leave their keypads on their tables during the period of voting on their projects. A combination of participants and judges’ votes will determine the winners of the Awards.

Proposal Guidelines

- Proposals can be either based in a community organization (501C3), an academic institution or hybrid model. All plans must demonstrate sustainability and a relationship to Mobilize.org theory of change, Democracy 2.0.
- There is no required size for a team; individuals may enter on their own.
- Only one proposal can be submitted per team or individual.
- Teams may participate in other competitions. We ask that teams disclose if they have been the recipients of other funding in the last year.
- Each proposal submitted must make significant use of new and innovative Mobile or Web technologies to increase participants' awareness of the problem and mobilization around the proposed activities.

Team and individual eligibility will be assessed by the Mobilize.org staff, in coordination with the funders and partner organizations involved in this event. Mobilize.org reserves the right to determine final eligibility to compete in the Summit.

Teams must address the following guidelines in their proposals and be prepared to discuss them in the expert rounds as well as the Q&A session after presentations. Proposals are evaluated on their ability to meet these criteria:

1. Assessing the Need: What is the problem? Who is affected?
 - Do you address a significant flaw in the way democracy or a public process works to address public problems?
 - Who will you reach and how will you impact them?
 - Do you have a clear answer to improve the way the public process works that can help upgrade to Democracy 2.0?
2. Management: An assessment of the competitors and overall team.
 - Does the team have the skills and experience required?
 - Can passion and commitment overcome inevitable obstacles?
3. Creativity: What is your solution? Does it show a unique approach?
 - How do you approach the social problem in an innovative, exciting, and dynamic way?
4. Feasibility: Demonstrate that your proposal can be successful.
 - Do you have clear, realistic, achievable goals while thinking big?
 - Do you define a clear strategy to achieve objectives and goals?
 - Do you have schedules, objectives, and financial plans?
 - How will the project deliverables be produced and distributed?
 - Do you pay adequate attention to how the product will be delivered?
 - Do you have the resources required? Can you secure what you need? Do you know where to get them?
 - Will you be able to operate competitively and grow?

5. Sustainability: Long-term prospects for viability and success.
 - Do you have strategies for fundraising and income generation?
 - Do you consider the different dimensions of financial and social sustainability in a conscientious manner?
6. Social Impact: The value that the new project will bring to society.
 - How will your project benefit the community's stakeholders?
 - Is there the potential for significant social impact?

Summit Presentation Guidelines

During a Democracy 2.0 presentation, we want teams to address the following questions as completely as possible. Our goal is to have the teams move past a general idea to a concise concept, a clear model, and a demonstration that they can actually make it happen.

1. What's the PROBLEM?
2. What's your SOLUTION?
3. Who is the TARGET and how large is the MARKET?
4. Who is the COMPETITION?
5. What makes you so SPECIAL?
6. What's your ECONOMIC MODEL?
7. How exactly will you achieve MEASURABLES/SUCCESS?
8. Have you assembled a qualified TEAM?
9. How will you secure required RESOURCES?
10. What are you proposing for an INVESTMENT?

Participants and judges will decide the final results by voting in these categories:

1. *Relationship to Democracy 2.0 (40%)*
2. *Use of Innovative Technology / New Media Tools (15%)*
3. *Creativity / Entrepreneurial Idea (15%)*
4. *Social Impact of the Idea (15%)*
5. *Plan for Sustainability (15%)*
- 6.

Presentation Slides and Technology

Participants wishing to use and create slides for their presentation should plan to bring their own laptop for this purpose. Some laptops will be available at the registration table but only for limited times. During practice sessions, the only computers available for use will be the ones you bring to the competition. All other technical support you need for your presentations, besides the LCD projector, is each individual and each team's responsibility. For the actual presentation you will need to have your slides delivered via USB hard-drive (we will have one to transfer your file from another laptop if needed) to the technical staff in the main room by 8:30am on November 20th so that you can ensure it works properly. Slides are not

required but they may be useful to illustrate the points you make in your presentation. Wi-Fi Internet will be available during the summit but you should not rely on it for your presentation, since reception is not guaranteed.