



Democracy 2.0 Competition Guide
San Jose, California
April 15-17, 2011



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“We [Millennials] are uniquely positioned to foster community engagement through social networks of all kinds. It is our responsibility to use information and technology to upgrade democracy, transform communication and advance political engagement and civic participation” -Democracy 2.0 Declaration

All Democracy 2.0 Summit applicants are invited to submit their ideas for Democracy 2.0 Awards; financial investments up to \$7,500 and one year of expert support from Mobilize.org. Projects are based on the inherent values of the Democracy 2.0 Declaration (Link found here: <http://bit.ly/ha7dul>) and focus on four Democracy 2.0 principles: potential social impact, creativity and innovation, sustainability, and use of new and social media communications. Prior to the summit, Mobilize.org will select up to 15 proposals and invite the individual or team who proposed to compete in the Democracy 2.0 Competition.

During the Democracy 2.0 Award Competition, held on the final day of every summit, each competitor has five minutes to present their idea to summit participants. Each participant uses a personal interactive keypad to vote on each project according to its:

- **Potential Social Impact** – how well the project addresses a particular student issue or academic barriers students face in a local community.
- **Creativity and Innovation** – how well the project is customized to address a community’s need in a new or unique way.
- **Sustainability** – how likely is the project to last long enough to fully address the student issue/ academic barrier identified in the proposal.
- **Use of New and Social Media Communications** – how well the project uses technology and social media as a catalyst for social impact.

The five projects receiving the top votes will win Democracy 2.0 Awards and one project will win the Democracy 2.0 Viewers Choice Award, selected by the summit’s webcast viewers via interactive online voting. Democracy 2.0 Award competitors are encouraged to invite their peers and classmates to tune in and vote at www.Mobilize.org



Tips for Planning a Project

Getting Ready:

- Research the background and demographic of the problem you would like to address.
- Solicit opinions/advice from colleagues and relevant administrative offices on campus.
- Research organizations doing similar projects on the national, state or local levels.
- Create a list of experts in the field.
- Identify tools or support you can find in similar organizations as well as potential partnerships/mentorship opportunities.
- Decide what makes your idea unique.

Optimizing the projects potential:

Potential Social Impact

- What is the project's goal? Who will it impact or help?
- Why is the project important? (Identify the reasons, purpose and benefits for the project)
- How will the project affect the community?

Creativity and Innovation

- How does the project uniquely address a local community issue that state or national organizations do not already address?
- What elements will inspire others in the community to support and join the project?
- How does the project build on the creative and innovative strengths of the team or individual?

Sustainability

- Who is involved with the project?
- What does success look like for the project?
- What does sustainability mean for the project?
- How can the project be sustained until the goals are achieved?
- How realistic/obtainable is the project?
- When will the goals be reached? (Create a tentative timeline of what the project looks like)
- What will the budget look like? Remember that the Democracy 2.0 Award will give a maximum of \$7,500.
- How will other funds be obtained if needed

Use of New and Social Media Communications

- How will you market your project?
- What technological or social tools will you use to reach your audience and increase the projects potential for success?
- How will you build your brand?

Articulating the Plan:

- Avoid titles that are overly cutesy/clever. The title should reflect your project's goals.
- Determine a clear and articulate mission
- Avoid padding your proposal with jargon and buzzwords
- Be real: provide context to your project
- Set clear and tangible expectations for what summit participants will take away.



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Democracy 2.0 Award Application Process

Make sure the proposal answers the following questions

- What student issues/ academic barriers does the project address?
- What is the proposed solution?
- How will the solution be implemented?
- What steps will be taken to reach the goal?

Summit applications with the initial project proposal must be submitted to **March 15th (@12 am midnight PST)**

You are encouraged to collaborate with your peers to develop a complete presentation before the summit (ex. PowerPoint, video or speech).

Bring your completed proposal and presentation (this may be in the form of a PowerPoint, outlines, visual aids, ect) to the summit for feedback. You will have the opportunity to make final tweaks prior to your presentation.

Final Proposal due **April 16th** at **6:15pm** to Information Table in the **Hotel Lobby**

Democracy 2.0 Competition: Proposal Presentations begin **9:30am, Sunday April 17th**

To see an example of a previous Target 2020 Democracy 2.0 Competition visit <http://bit.ly/hQjEGb>

To see examples of past Awardees visit <http://bit.ly/dLeSMw>