

HUMANITARIAN SERVICE

Format: In-Person

Early Submission: Campaign plan and link to crowdfunding site must be submitted on MyMIST two weeks before the tournament.

On-Site: Three (3) copies of the Campaign Plan must be submitted to judges, at the time of the competition.

Registration Guidelines:

1. A minimum of one (1) and a maximum of six (6) people can register for this competition.
 - a. One submission per MIST team/school.

Procedure:

1. Competitors will create and implement a campaign plan and a crowdfunding site to raise funds, support, and awareness for an Islamic Relief USA project to be released on the IRUSA website as well as the GetMISTified website.
2. The IRUSA website for 2024 can be found at irusa.org/MIST. Students competing in Toronto will have a region specific link when registration opens.
3. The campaign plan must be no more than 6 pages and:
 - a. Be typed with 12-point Times New Roman font, double-spaced, with 1" margins.
 - b. Include a Title Page with the campaign name, competitor MIST IDs, and name of this competition.
 - c. Include an abstract (max. 250 words), Table of Contents, and Bibliography.
 - d. Include a description of the campaign goals (written as SMART goals), a campaign calendar or timeline, an ideal funder profile/targeted funder personas section, and a marketing plan.
 - e. Describe the implementation strategy which includes a social media and community engagement plan. Paid social media promotions are not permitted.
 - f. Optional: The campaign plan may also include digital and physical collateral (ie. pamphlets, stickers, infographics), screenshots of digital campaigns and engagement, and plans for different marketing mediums other than the one selected in the implementation strategy.
4. The content of the crowdfunding site should:
 - a. Identify the problem.
 - b. Describe Islamic Relief's solution.
 - c. Give an explanation of the crowdfunding campaign.
 - d. Display any given incentives the competitors plan to implement.
5. Competitors must also prepare a five (5) - seven (7) minute presentation for judges.
 - a. The presentation must focus on what the competitors have learned about the issue at hand, Islamic Relief's intervention, and also what they learned about crowdfunding and community engagement.
 - b. They may present recommendations to Islamic Relief for how they may better engage in humanitarian digital crowdfunding efforts based on their findings.
6. Optional: Students are encouraged to use marketing analytics to supplement their presentation.
 - a. Any analytics students that provide valuable inferences will be given one (1) bonus point.
 - i. Examples: Conversion Rate, Marketing ROI (if applicable), Average Lead Close Rate and Impression/Reach Rates.
7. Students will be allotted five (5) - seven (7) minutes to present and then will field questions from the judges.
 - a. Not all students are required to participate in speaking during the presentation, but all registered students must

be present to answer questions about their participation in the project.

8. All submissions must be labeled with the MIST ID ONLY. If the competitors' name appears anywhere on the submission, points will be deducted.
9. Teammates not present without a valid reason will result in point deductions for the entire group.

DETAILED BALLOT: HUMANITARIAN SERVICE

Section A: Technical

General Rules

Points: 5

1. The competitors created a crowdfunding campaign on time with a complete marketing plan attached.
2. Participants are all present and on time for the competition.
3. The submissions include no identifiers aside from MIST ID Numbers.
4. The presenters appear professionally credible and appropriately dressed for an interview.
5. The presentation is 5-7 minutes. Q&A is 3 minutes.

Presentation

Points: 25

1. The presentation explains lessons learned from the campaign.
2. The format can be a verbal presentation, video, PowerPoint or a combination.
3. The presentation should include recommendations for IRUSA/IRC based on what the team learned.
4. The presenters speak clearly, with a confidence that demonstrates adequate practice and mastery of the subject.
5. The presentation flows smoothly and logically.
6. The topic is presented in a relevant and engaging manner for other high school students without compromising professionalism in front of the judges.

Section B: Technical

General Content

Points: 20

1. The crowdfunding campaign properly summarizes the entire project and employs an engaging writing style.
2. The problem is well defined and supported by facts and statistics.
3. Islamic Relief's intervention is explained as well as how the donations will be used to solve the problem.
4. Marketing best practices are used.

Creative Content

Points: 20

1. The campaign includes a thorough, complete and sophisticated marketing plan.
2. Marketing collateral is diverse and appealing (includes over 5 pieces of high quality physical and digital collateral).
3. The collateral and plan created are suitable for the articulated Ideal Customer Profile.

Section C: Technical

Implementation

Points: 25

1. The implementation of the campaign was conducted over an extended period of time (in terms of weeks, not days).
2. The implementation plan includes a strategic roll out plan for social media promotion and community outreach.
3. The project was accomplished by teamwork of all registered members fairly.
4. Implementation plan is clear and visible through a campaign calendar that achieves the outlined campaign goals.
5. Variety of marketing methods were used to achieve their campaign goals.
6. Adequate explanation was given for difference in physical and digital donations.

*Bonus point (1) for additional analytics formulas used correctly to build inferences

Results

Points: 5

1. The campaign met its fundraising goal.
2. Minimum fundraising goal guidelines*:

- i. Teams of 1-5 students: \$100
- ii. Teams of 6-10 students: \$250
- iii. Teams of 11-25 students:\$500
- iv. Teams of 26-50 students: \$750
- v. Teams of 51-100 students: \$1,000
- vi. Teams over 100 students: \$2,000

* Teams who raise double or more their goal amount will receive 5 bonus points

HUMANITARIAN SERVICE BALLOT

		Subtotal
Section A	General Rules	_____ / 5 points
Section A	Presentation	_____ / 25 points
Section B	General Content	_____ / 20 points
Section B	Creative Content	_____ / 20 points
Section C	Implementation	_____ / 25 points
Section C	Results	_____ / 5 points

Total: _____/100 Points

Overall Judges Comments and Feedback
