

project five

service is the new friday night

Goodyear Youth Commission Public Service Campaign

The Thinking Behind Project Five

- Modeled after the Peer Solutions Program
- Original Focus was bullying and peer pressure
- Evolved into a civic engagement for youth campaign

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Goals of Project Five

- Project Five wants to motivate younger people to model good citizenship that others will want follow
- Effectively communicate with children, educators, and parents to raise awareness of the benefits of civic engagement

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What Project Five is all about

- Focus on the youth audience from 12 to 17 years of age.
 - encourages adults, teachers and mentors to also participate in the Project
- Highlights five key factors that promote **civic engagement** and **youth involvement**

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The Five Things

- Summed up the Five things are:
 - Speak Up: Make your voice be heard
 - Lend a Hand: Helping others in need
 - Show Respect: Treating others equally, even if they are different from you.
 - Be Courteous: Express thoughtfulness
 - Lead by Example: modeling good citizenship

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How Project Five Reaches its Audience

- Facebook
- Twitter
- YouTube
- Banners and Posters
- Collateral
- Bookmarks, T-shirts, ect.



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Phase One

- Launch Public Service Campaign
- Expand collateral, content, and contact base
- Become experts in civic engagement

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Phase Two

- Pilot Presentations
- Perfect presentations and content
- Start process of making a new PSA
- Assess the direction of Project Five

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Phase Three

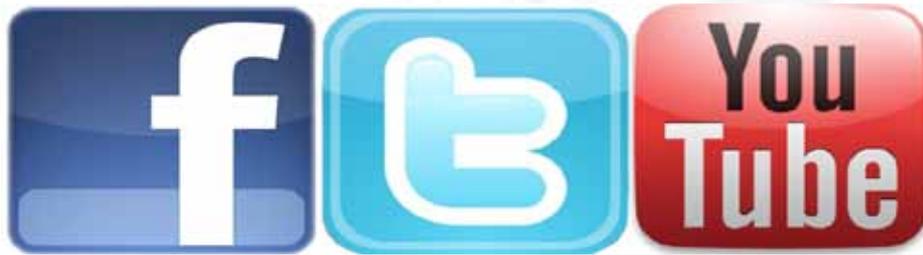
- Reach our entire audience with presentations and media
- Booths and events (GAIN, Goodyear in Action)

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Contact and Find Project Five at:

- Myprojectfive (Facebook, Twitter, YouTube)



- myprojectfive@live.com

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