

**pro
ject111**
THE SAFE DRIVING MOVEMENT



@project111midland



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Introduction



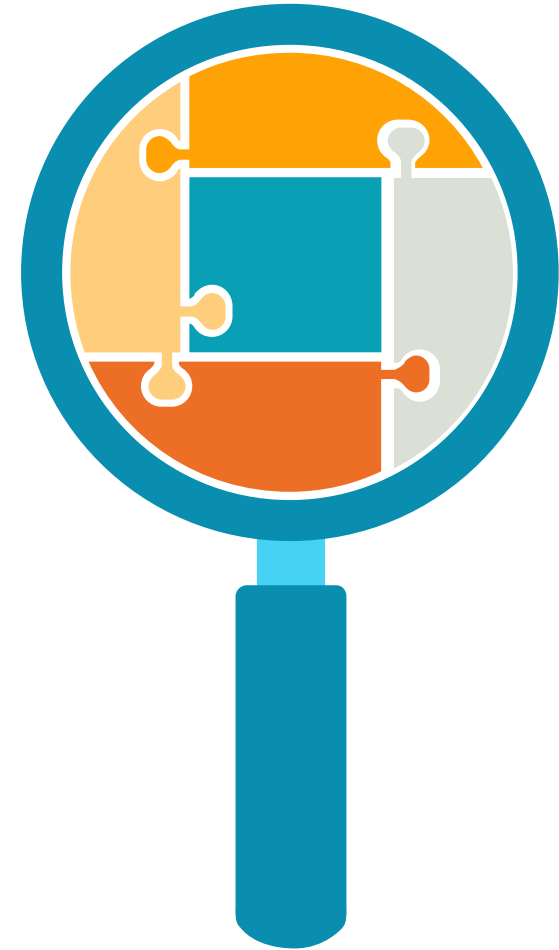
Chad Schieber & Family



The Problem

Traffic crashes are the #1 killer of teens across America

- Sixteen and 17-year-old drivers have the highest crash rates of any age group
- Crash rates are highest during the first six months of licensure without supervision



Stats About The Teen Brain

Frontal Cortex

- Responsible for consequence reasoning
- Develops at around 25 years of age

Teens are less likely to:

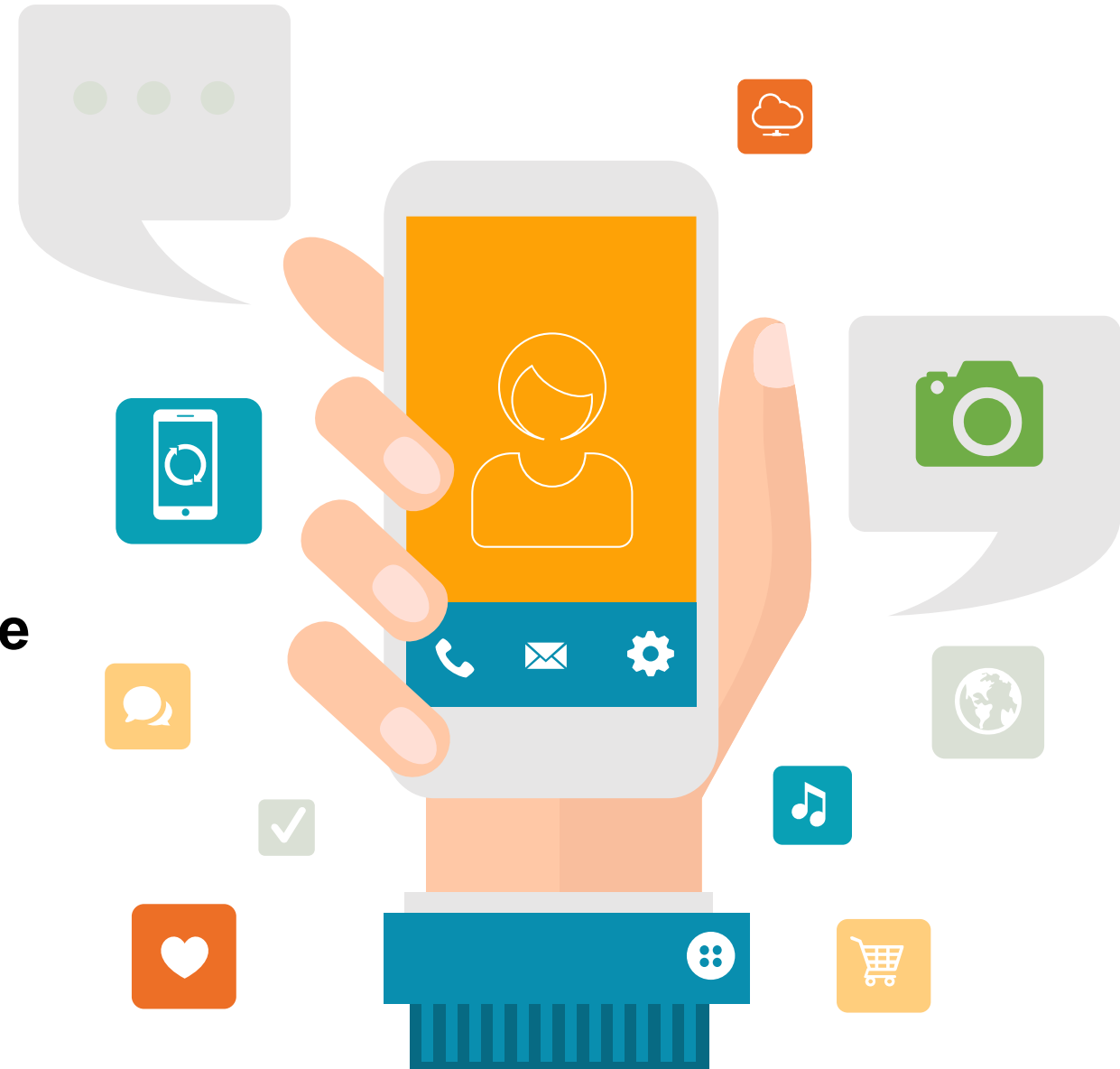
- Think before they act
- Pause to consider consequences
- Change their dangerous behavior



Teens Respond to Incentives

More Than 90% of Teens

Would be willing to give up sending or reading text messages for a financial reward.¹



¹The Insurance Journal

Parameters

- 1. No traffic citations**
 - I. No tickets
 - II. No at-fault accidents
 - i. This includes school parking lots
- 2. No negative contact with law enforcement**
- 3. Good Citizenship**
 - I. Measured by teacher contacts and officer contacts in the schools
- 4. No out of school suspensions**





Full Scale Education Component

EARN THE
RIGHT TO BE
HEARD



Incentives



Gift Cards

\$300 Lululemon

\$300 Ulta

\$300 Nike

\$50 Choice



SCHOLARSHIP

Tech

iPads

Apple Watches

GoPro's



Scholarships

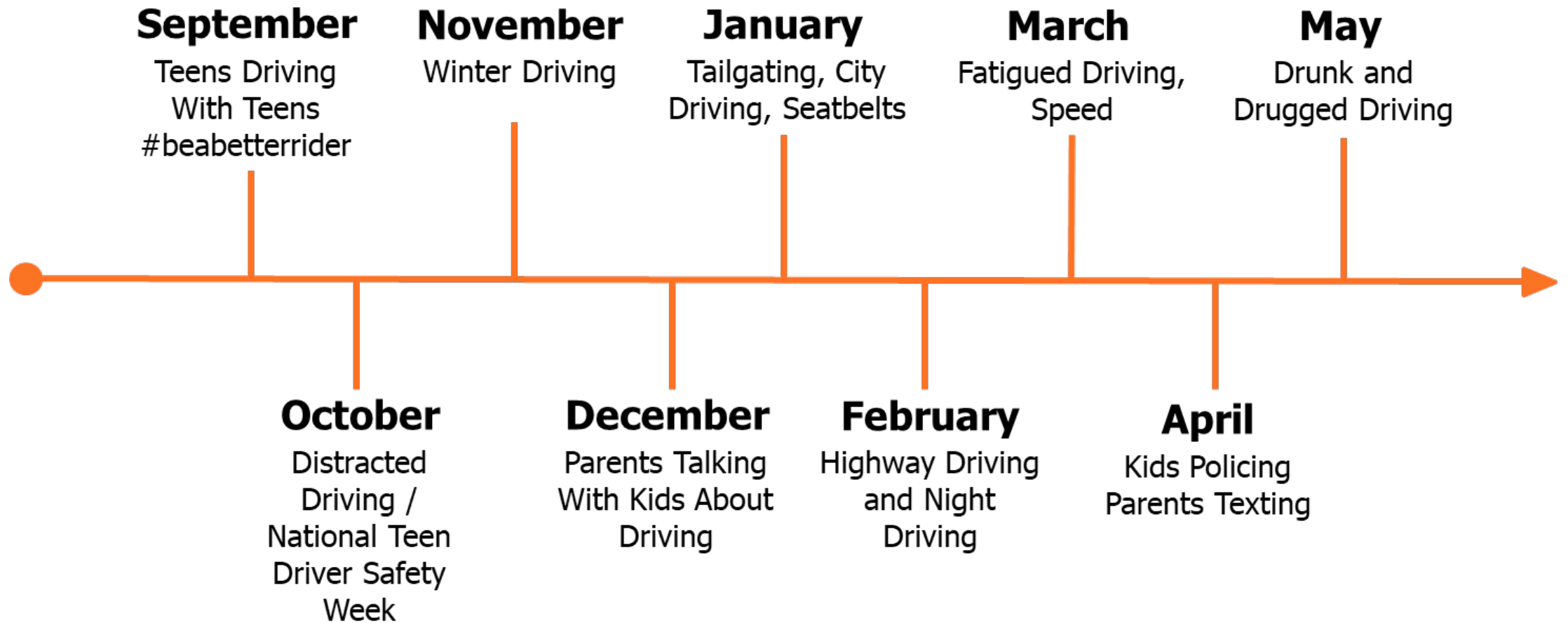
\$1000 Scholarship At

Each School

Graduation



Monthly Focus



Teens Driving With Teens: #1 Risk For Teenage Drivers

**Risk Of Death For Every Mile Driven
Based On Amount Of Passengers:**

44% One Passenger

102% Two Passengers

339% Three Passengers





Goal: Keep Safe Driving in Their Minds

- Lanyards
- Street Signs
- Parking Stickers
- Videos
- Daily Announcements
- Wristbands
- Assemblies





The Safe Driving Movement

Project 111 Stats Narrative

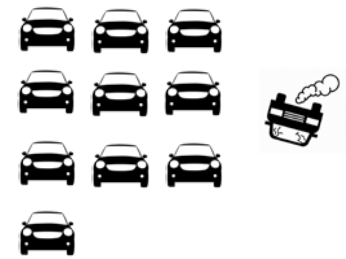
1 OUT OF 9

Licensed drivers in
MICHIGAN age 15-20 are
Involved in a crash



1 OUT OF 10

Licensed drivers in
MIDLAND age 15-20 are
Involved in a crash



MIDLAND COUNTY teen drivers are involved in **10% FEWER** car accidents than the state average. That is an average of **55 FEWER** accidents each year than the same age group across Michigan. **MIDLAND COUNTY** also has a **HIGHER** percentage of licensed teen drivers than the state average.



Culture Of Safety

“The Project 111 program at Midland High School supports safe driving and increases student awareness of issues that most often impact young drivers. It has made the topic of safe driving a regular part of our school culture.”

-Jeffrey D. Jaster, Principal, Midland High School



Ways To Support Project 111

spotlights & headlights
4th Annual Benefit
GOES VIRTUAL
NOVEMBER 5, 2020
12:00 NOON
All proceeds benefit:
project 111
THE SAFE DRIVING MOVEMENT

Join **project 111** in rewarding teens for safe driving and increasing their awareness of issues that often affect young drivers.

Your sponsorship will have a direct impact on our community
BECOME A SPONSOR

<p>MASTERS \$5,000</p> <ul style="list-style-type: none">• Recognition in Project 111 communications• Logo on all pre/post-event promotions• Logo on Project 111 Facebook page and website• Name and contribution level announced during event	<p>SENIOR \$1,500</p> <ul style="list-style-type: none">• Logo on Project 111 Facebook page and website• Name and contribution level announced during event
<p>BACHELORS \$2,500</p> <ul style="list-style-type: none">• Recognition in Project 111 communications• Logo on Project 111 Facebook page and website• Name and contribution level announced during event	<p>JUNIOR \$1,000</p> <ul style="list-style-type: none">• Name and contribution level announced during event
	<p>SOPHOMORE \$500</p> <ul style="list-style-type: none">• Name and contribution level announced during event
	<p>FRESHMAN \$250</p> <ul style="list-style-type: none">• Name and contribution level announced during event



Model For Growth

Whole School Sponsorship | \$10,000

This package offers a business the ability to saturate a community with their presence. Their logo and presence will be partnered with and on all Project 111 materials within their community.

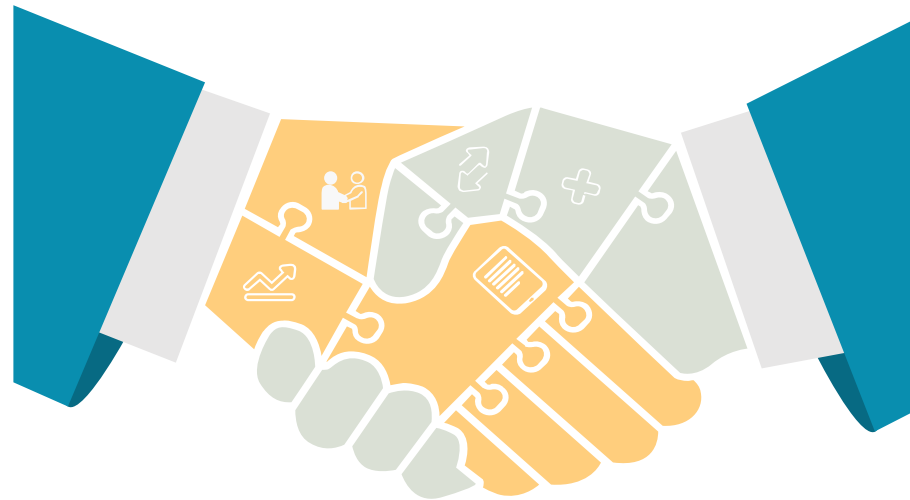
Incentive Package | \$6000

Sport Package | \$2000

Print Package | \$1000

Awareness Package | \$500

Assembly Package | \$500





Community Sponsors



THIN BLUE LINE USA





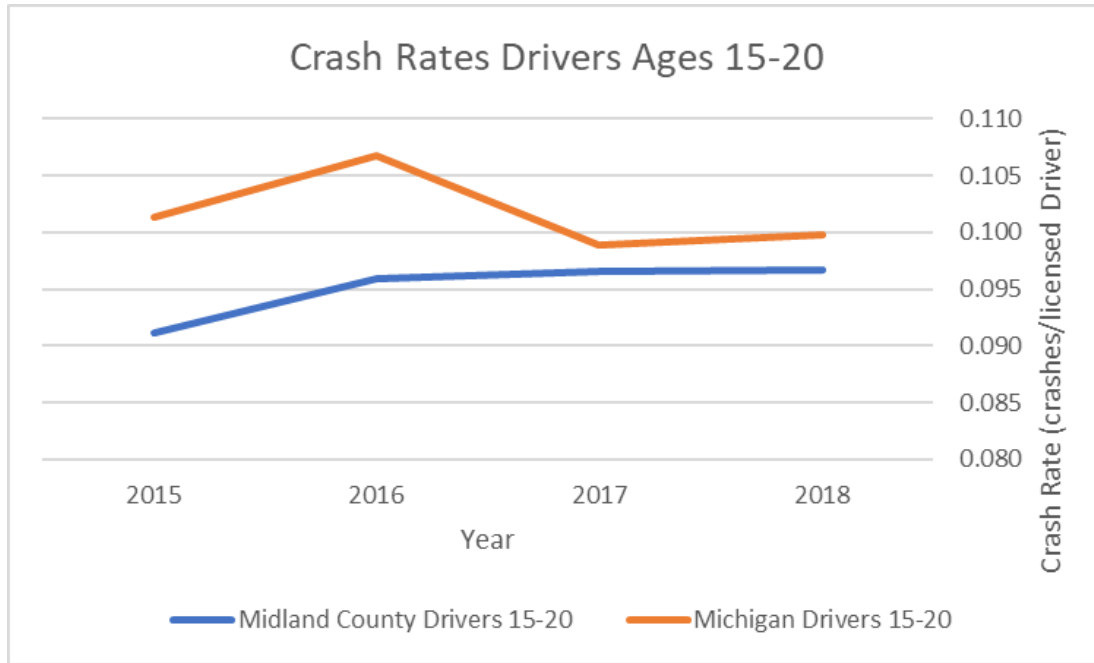
Thank You!

Questions?

For More Information Contact sarah@project111.org



Project 111 Stats Narrative



Crash Rates <u>Michigan</u> Drivers			Crash Rates <u>Midland</u> Drivers		
Year	Ages 15-20	21 and Over	Year	Ages 15-20	21 and Over
2018	0.100	0.039	2018	0.097	0.035
2017	0.099	0.039	2017	0.097	0.034
2016	0.107	0.039	2016	0.096	0.036
2015	0.101	0.037	2015	0.091	0.034

1 out of every 9 licensed drivers in Michigan age 15-20 is involved in a crash.

1 out of every 10 licensed drivers age 15-20 in Midland County is involved in a crash.