



GLOBAL HANDBOOK AND TRAINING MANUAL 2007-2008



**GLOBAL HANDBOOK
& TRAINING MANUAL**
2007-2008



SIFE
WORLD CUP
2000
Paris - France
11-13 September 2000

World Cup
CHAMPION

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The SIFE Program



THE ORGANIZATION

SIFE is a partnership between business and higher education that is preparing the next generation of entrepreneurs and business leaders to create a better world for everyone.

SIFE's global network consists of business executives, university students and academic leaders.

SIFE students form teams that serve their communities by developing projects that take what they are learning in their classrooms about business and use it to solve real world problems for real people. Business executives support the program through corporate donations, personal contributions and the gift of their time.

The SIFE program concentrates on five areas: market economics, success skills, entrepreneurship, financial literacy and business ethics.

The students are led by faculty advisors who challenge them to develop projects that specifically meet the unique needs of their communities. Their efforts help aspiring entrepreneurs, struggling business owners, low-income families and children experience success.

SIFE teams present the results of their community projects annually at regional, national and international competitions. Business executives judge the competitions and select the winners based on which teams they believe were most effective at educating others through their projects.

Through SIFE, university students improve their communities and experience profound personal growth. As these young people assume leadership roles of significance and influence, they will be the key to leading more sustainable enterprises, building stronger communities and creating a world with greater opportunity for all of us.

The Individual SIFE Team

SIFE teams are organized on individual university campuses. There are intentionally very few rules or procedures established by SIFE World Headquarters for how these teams should be organized and structured. Rules can be found in the "Membership Guidelines" section. Questions a SIFE team may have that are not addressed in that section are all left to the discretion of the individual SIFE team to answer, with the help of their Country Coordinator.

There are many ways to organize and operate a SIFE team. Every college or university is as unique as the community it serves. This flexibility allows each university to structure its SIFE team in a manner that best fits its faculty, student and community needs. Each SIFE team has complete freedom to adopt rules and procedures to govern its own activities, beyond those outlined in this handbook, as long as they are consistent with the SIFE Membership Guidelines.

This same flexibility applies to each team's educational efforts. The only parameters SIFE World Headquarters places on a team's educational outreach programs is that they should be designed to educate others about the five SIFE educational topics: market economics, success skills, entrepreneurship, financial literacy and business ethics. Beyond this, questions as to how many projects teams choose to carry out, which audiences they target, whether they design original educational material or use pre-designed material, etc., are all left to the discretion of each team.

A set of "best practices" and suggestions for building a quality and sustainable SIFE team can be found in the SIFE Training Manual section of this handbook. The SIFE Program staff in each country is also available to meet teams individually and can provide personal consultation to teams as they organize and develop their educational outreach projects.





Membership Guidelines



MEMBERSHIP GUIDELINES

The following guidelines govern activity and communication by SIFE teams, SIFE faculty advisors, SIFE students, and any other representatives of a SIFE team, while representing themselves as official members of the SIFE network and while operating under and with the use of the SIFE trademark.

ELIGIBILITY

The Board of Directors of each SIFE country, working within parameters defined by the SIFE World Headquarters, determines eligibility rules for individual institutions and student/faculty participation.

The SIFE World Headquarters' 501c (3) status as a non-profit organization in the United States does not extend to individual SIFE teams, nor are the teams allowed to use the SIFE World Headquarters' tax identification number when receiving contributions.

Universities

Each individual college and university may have only one SIFE team. Branches of a college or university may each have their own team as long as they are located on different campuses and are separate degree-granting institutions. In these instances, each team must have a different faculty advisor.

Colleges and universities must first apply to their Country Coordinator, who then applies to SIFE World Headquarters for approval before becoming an official SIFE team.

Interested students or faculty members should contact the SIFE International Department or the appropriate Country Coordinator for information on applying for membership.

Faculty Advisors

In order to be recognized by SIFE World Headquarters, each SIFE team must have a faculty advisor. To qualify as a faculty advisor, candidates must be employed by the college or university they represent. No restrictions are made as to the specific nature of the applicant's role at the university they represent. Each SIFE team may have more than one faculty advisor.

Students

Any person officially enrolled as a graduate or undergraduate student at a college or university, whether full- or part-time, is eligible to participate in SIFE. Students who attend classes on more than one campus, or students enrolled in both a two- and four-year program at the same time, may participate on more than one team, but are only permitted to represent one team at competition.

Each individual SIFE team has complete authority to establish restrictions or qualifications for membership beyond those outlined above. To be recognized as an official SIFE student participant by SIFE World Headquarters, students must register themselves online at www.sife.org.

Alumni

To be a member of the SIFE Alumni Network, an individual must have been actively involved in SIFE while enrolled in college or university and must have graduated from the college/university at which he/she was an active member of the SIFE team. Upon graduation, registered SIFE team members can join the SIFE Alumni Network by changing the status in their online SIFE accounts from "student" to "alumnus" or "alumna".

CODE OF CONDUCT

In the SIFE organization, where borders between countries are becoming increasingly transparent, principles adhered to by SIFE network participants are becoming the necessary criteria for building a good reputation in the international business community. The following principles are the basis on which ongoing quality relationships are formed and maintained. This Code of Conduct should be applied in good faith, with reasonable business judgment, to enable SIFE to achieve its mission within the framework of the laws of each participating country. It applies to all individuals participating in the SIFE network in any capacity (including, but not limited to, SIFE employees, SIFE student team members, SIFE faculty advisors, judges at SIFE competitions, and members of the SIFE Board and Advisory Boards). These individuals will be referred to as network participants within this Code of Conduct.

Key Beliefs Applicable to All Participants

SIFE expects all network participants to treat one another and all people with dignity and constant respect. We will value the differences between diverse individuals from around the world. Abusive, harassing or offensive conduct is unacceptable, whether verbal, physical or visual. This would prohibit any network participant at any time from physically or verbally abusing another person; from speaking negatively about other network members while representing themselves as an official member of the network; from using excessive profane language or vulgar gestures; from demeaning or belittling another person or making derogatory comments about his or her race, sex, religion, age, disability, national origin or sexual orientation; and from engaging in conduct intended, or so reckless as to be likely to cause harm to another.

SIFE expects all participants to demonstrate honesty and integrity in their statements and actions. All SIFE participants shall adhere to the ideals of honesty, fairness and “doing the right thing” without compromise, even when circumstances make it difficult.

When speaking to the news media and in other public statements and settings, participants may be viewed as spokespersons for the SIFE organization. They should conduct themselves with respect and dignity, and they should not demean the organization or other network participants. If, in the context of public statements and settings, participants wish to speak as private individuals, they shall make clear their intention to do so.

Network participants should display and use the SIFE logo only in accordance with SIFE’s Trademark Guidelines and in a manner appropriate to SIFE’s vision and mission.

It is the personal responsibility of each individual working within and through the network to observe high standards of business and personal ethics in all dealings, whether inside or outside the activities of the network.

SIFE seeks to be highly regarded around the world. We wish to earn and preserve a good reputation by striving for excellence in everything we do. As a participant in the SIFE network, your actions are a reflection of the SIFE worldwide organization at all times.

Any member of the network who believes another member has acted in violation of this code should report the violation in writing to the President and CEO at SIFE World Headquarters. Any complaint not filed in this manner will be disregarded.

OPERATING UNDER THE SIFE TRADEMARK

Upon receipt and approval of an application for membership by an eligible institution, the SIFE faculty advisor and student team members will be authorized to use the SIFE name and logo in association with their team's operational activities and educational outreach projects within their home country, so long as those activities are consistent with SIFE's mission and official Code of Conduct. The term complies with the official SIFE style guidelines.

Logo

The SIFE logo is currently a registered trademark in countries that operate an official SIFE national organization. The trademarked logo contains "SIFE" inside the block.

SIFE Team Logos

SIFE teams are not permitted to reproduce the SIFE name or logo without the attachment of their college/ university name.

Examples of the SIFE logo and how the university name should be attached are seen to the right.



Please visit sife.org for official logo artwork and SIFE style guidelines.

Representation as Members of the SIFE Network

SIFE teams should be aware that unless they receive express permission to do so, they are not authorized to speak on behalf of or otherwise represent any SIFE national organization or the SIFE World Headquarters. In communication within the SIFE network or to outside interested constituencies, SIFE teams are expected to make absolutely clear that they represent only the SIFE team of their particular institution.

Operating Under the SIFE Trademark Outside Your Home Country

SIFE teams are authorized to conduct educational outreach projects using the SIFE trademark in their home countries. They are also extended authorization to use the SIFE name and logo while conducting educational outreach projects in countries outside their home country that have officially established SIFE national organizations, so long as they:

1. Follow the same trademark guidelines outlined in this section
2. Register their intended activities using the Global Outreach Registration Tool at <http://www.sife.org/GORT> and wait for approval before going forward with those activities

Due to legal or organizational considerations, there may be occasions when teams are asked to suspend the use of the SIFE trademark while operating in one of these countries. In those cases, the team would still be able to continue their educational projects but would simply not be able to represent those activities in the country as being conducted by an approved member of the SIFE network or to use the SIFE trademark.

SIFE teams are not authorized to use the SIFE trademark or represent themselves as approved members of the SIFE network in any country outside their home country that does not have an officially established SIFE national organization. Requests for exceptions to this rule may be made to SIFE World Headquarters using the Global Outreach Registration Tool at <http://www.sife.org/GORT/>.

The license herein granted to SIFE faculty advisors, student team members shall not be exclusive, and SIFE faculty advisors and student team members hereby recognize that SIFE World Headquarters may license the marks to other persons or individuals now and in the future. This license may be terminated at any time and for any reason, including the violation of the terms and conditions of participating in the SIFE organization. Any person known to be using SIFE's trademarks while not affiliated with SIFE or who is using these marks in violation of this document should be reported to SIFE World Headquarters immediately.

CONTACTING OTHER MEMBERS OF THE NETWORK

SIFE Board Members

Members of the SIFE World Headquarters Board of Directors are enthusiastic advocates for SIFE and contribute a great deal of their personal time and energy on behalf of the worldwide organization. Based on their own schedule and resources, every board member has communicated to the SIFE World Headquarters the manner in which they believe they can best serve the organization as well as protocols for how/if members of the network should direct unsolicited communications to them. Please contact SIFE for these protocols.

Any SIFE team wishing to make contact with a SIFE World Headquarters Board Member on behalf of its team or members must adhere to these protocols, unless that board member communicates other instructions to the team individually. This includes solicitations for employment, requests for the board member to participate in an educational project or team activity and financial/sponsorship opportunities.

SIFE World Headquarters Board Members serve as the official representative to SIFE of their organization. In addition to protocols for communication to individual board members, each board member has identified similar protocols for contact by members of the network to any individual or department of their organization. SIFE teams are expected to review and adhere to these protocols when making contact with any of these companies.

These same rules apply for contacting members of each SIFE national organization's Board of Directors and their respective organizations unless otherwise communicated to the network members within that country. Contact the appropriate national SIFE organization for each communication protocol.

SIFE Staff

Members of the SIFE World Headquarters staff and each individual country organization's staff are dedicated to serving the needs and interests of the network's members. In all countries, there is a staff member(s) assigned as the primary contact person for each individual team and its members. This could be the Country Coordinator or Program Coordinator. SIFE teams are strongly encouraged to direct all communications to this person. If contact with other staff members of that country or the SIFE World Headquarters is necessary, the contact person will facilitate that communication.

SIFE Teams

One of the benefits of SIFE's recent growth and global expansion is the opportunity for networking and collaboration among members of the network. SIFE teams are strongly encouraged to engage in sharing and exchanges with other teams. However, the SIFE World Headquarters and the leadership of each SIFE country organization treat the privacy of their advisors and student members very seriously. Information about SIFE's privacy policy can be found on the SIFE website. This contact information is the property of each respective national SIFE organization and the SIFE World Headquarters and will not be provided to other SIFE faculty advisors or team members.

SIFE teams who wish to make contact with other teams have the opportunity for networking/introduction at SIFE competitions and training events. See your Country Coordinator for help in contacting other SIFE teams.

PARTICIPATION AT SIFE EVENTS

Official SIFE events, including all regional/national competitions and the SIFE World Cup, are not open to the public. An invitation is required, even for members of the SIFE network, to attend any official event. Invitations may only be extended by staff members of the SIFE World Headquarters or an individual national SIFE organization. Any guest registered by a SIFE team is subject to approval by the SIFE country organization or SIFE World Headquarters.

SIFE teams that wish to organize events in the same metropolitan statistical area (MSA) at any time during or three days prior to and after an official event organized by the SIFE World Headquarters or any national SIFE organization must adhere to the following guidelines:

- The SIFE team may not offer invitations for its meeting to any official SIFE event attendee or group of attendees, other than their own team members, during a time that the attendee(s) has been invited to or is scheduled to participate in any part of the official SIFE event.
- Members or constituents of the SIFE team may not solicit financial support from any individual that is an official guest of the SIFE World Headquarters or any national SIFE organization.
- The SIFE team will notify the SIFE World Headquarters or national SIFE organization in advance of their meeting plans and invitation list.
- The SIFE team will not promote or respond to inquiries from any member of the media in the MSA (see above).
- The SIFE team will not report any details of its meeting, activity, project, etc., during any official SIFE competitive event.

SOLICITING NETWORK MEMBERSHIP FROM COLLEGES/UNIVERSITIES

Much of SIFE's growth in membership within colleges and universities is directly attributed to the work of members of veteran SIFE teams in recruiting and then mentoring teams at new institutions. SIFE World Headquarters thanks these teams and challenges all members of the network to continue to identify and help recruit potential new members.

As SIFE teams serve in this capacity within their home countries, they should be aware of the following guidelines: 1) teams are encouraged to coordinate their activities with the staff of their national SIFE organization and 2) teams are not authorized to actually extend membership to any other institution. Prospective colleges and universities must submit an application to their country's national SIFE organization, which based on that country's specific eligibility rules, will then make a decision as to whether or not to accept that application. Please visit the Global Outreach Registration Tool at <http://www.sife.org/GORT/> to submit an application.

When attempting to discuss membership opportunities or assist with the organization of a SIFE team at institutions outside its home country, a SIFE team must first receive approval to do so from the staff of that country's SIFE national organization.

Unfortunately, for many legal reasons, we cannot extend membership in the SIFE network to institutions in countries that do not currently have a national SIFE organization in place. It is perfectly appropriate for SIFE teams to conduct educational outreach projects in such countries and to collaborate with college/university students from that country. However, as described under the previous "Trademark Section", they are not authorized to represent themselves as members of the network or use the SIFE trademark.

Furthermore, if partnering with another college/university, they may not in any manner promote SIFE network membership opportunities, distribute official SIFE material or initiate organizational activities at the institution. Any SIFE faculty advisor or student team member who believes they have identified prospective network member institutions in such a country should contact the SIFE World Headquarters International Department at SIFEInternational@sife.org.

WORKING WITH MEMBERS OF THE MASS MEDIA

SIFE teams are strongly encouraged to seek coverage of their educational outreach projects and team activities by local, regional and national media outlets. They are further encouraged to refer to and to use the media tools and templates available in team training materials, to include their institutions' administration in their efforts, and whenever needed, to seek the advice and support of the SIFE World Headquarters staff.

The SIFE World Headquarters and each national SIFE organization are also aggressively pursuing media opportunities. As SIFE World Headquarters and national SIFE organizations build relationships with the media to advance the mission of all SIFE teams around the world, it is important that a consistent message is being relayed. To avoid conflict, dilution or over-saturation of that message, there will be occasions when SIFE World Headquarters or the staff of a specific national SIFE organization will need to limit and/or control communication to a particular media outlet.

In accordance with the SIFE trademark guidelines, please be sure to attach your team's name to any occurrence of the word "SIFE" in all press releases and other documentation when referring to initiatives that are specific to your team and not to the SIFE World Headquarters.

Before attempting unsolicited contact with any media outlet, SIFE teams should first review the media protocols section of the website and must conduct their correspondence to media outlets in accordance with these protocols.

VIOLATIONS

Any SIFE team found in violation of these membership guidelines may be denied the opportunity to participate in SIFE competitive events for a defined period of time, have its authorization to use the SIFE trademark in any manner temporarily suspended, have membership within the network permanently terminated, or be subject to some other action as deemed appropriate by the SIFE World Headquarters Board of Directors or the board of its individual national SIFE organization.





SIFE Competition



OVERALL COMPETITION JUDGING CRITERIA

	Maximum Point Value
How effectively did the SIFE team measure and demonstrate that it created economic opportunity by helping others:	
Understand how a market based economic system operates?	20
Acquire the education and skills training needed to succeed in a dynamic, competitive global economy?	20
Learn how to succeed as an entrepreneur and/or improve an existing business?	20
Develop the personal financial management skills necessary to achieve financial independence?	20
Understand that the long-term success and prosperity of a market economy, businesses and individuals are dependent on ethical business practices?	20
How successfully did the team develop and execute a strategy to ensure the long-term sustainability of their team and educational programs?	20
	Total 120 points

COMPETITION FORMAT

Written Report

Each competing team is required to create a written (typed) annual report of its educational outreach projects. Annual reports are limited to three possible configurations:

1. Four single sheets of 8 ½" X 11" or A4 size paper with print only on one side of each sheet.
2. Two single sheets of 8 ½" X 11" or A4 size paper with print on both sides of each sheet.
3. One sheet of 11" X 17" or A5 size paper with print on both sides and folded in half.

If a team uses a cover or back page, it will count as one of those pages. Teams should not use folders, report covers, etc. in conjunction with their annual reports. Teams should use standard binding methods (staples, spiral, wire, etc.) when assembling annual reports. For examples of annual reports please visit the Team Resources section of the SIFE website.

Every team must request their faculty advisor, one student and one other administrator (dean, department chair or university president) to review and sign their annual report. If a team's faculty advisor is also an administrator the annual report must be signed by another administrator. Each copy of your annual report does not need an original signature, photocopies or digital signatures are satisfactory. If signatures are not included on all annual reports, SIFE teams will not be allowed to distribute reports to judges.

Annual reports are distributed to the judges during the set-up period as outlined below. Teams will be notified in advance of the number of annual reports they are required to bring to Regional and National Competitions.

Live Presentation

Each competing team will have a 37-minute time block for its verbal/audio/visual presentation. The League Coordinator will keep the official time. After the League Coordinator has formally introduced the team, the time will be precisely divided as follows:

Live Presentation Time Breakdown:

- | | |
|-------------------------------------|--------------------------------|
| 1. 7 Minute Set-Up Period | 2. 24 Minute Live Presentation |
| 3. 5 Minute Question/Answer Session | 4. 1 Minute Tear Down Period |

1. Set-up: 7 Minutes

The team will have a maximum of seven minutes to distribute written annual reports for judges to review prior to its presentation and to set up presentation equipment (start computers, power-up projectors, check lighting and sound, etc.). Remember: once the team has tested the equipment, projector lenses must be covered, no images or text are allowed to be projected and no music or sound effects are allowed to be generated for the remainder of the set-up period.

Anyone, including faculty, may assist with the set-up or operation of audio/visual equipment; however, **only student members** may participate in the presentation and take questions from the judges.

2. Live Presentation: 24 Minutes

The team will have a maximum of 24 minutes to give its verbal/audio/visual presentation.

3. Judges' Question and Answer Period: 5 Minutes

There will be a mandatory five-minute question and answer session for the judges. During this time, projector lenses should be covered, no images or text should be displayed and no music or sound effects should be generated. Please note that any time remaining from the 24-minute live presentation will be added to the mandatory question and answer session.

4. Tear Down: 1 Minute

The team will have one minute to return the presentation area to the original set-up and to leave the room.

No team may set up any equipment in the presentation room before being formally introduced. All equipment must be self-powered or use electrical outlets inside the competition room.

No documentation, materials, gifts or other handouts may be given to any judges with the exceptions of the team's annual report and a list of team members, with a brief biography of each team member for possible recruiting purposes.

REPORTING PROJECTS

The following are simple guidelines to be used when evaluating the reach of educational outreach projects. If a team develops a lesson plan for young children and presents it to eight classes, they have not completed eight projects. They have presented one project eight times.

Example for counting hours of involvement: John and Maria each worked ten hours on "Project X" (a total of 20 hours of student involvement). Tom worked eight hours and Jane worked six hours on the same project (a total of 14 hours of student involvement). Total hours of student involvement on "Project X" is 34 hours. This team would report a total of 4 students involved and 34 hours of student involvement for "Project X".

SIFE encourages all teams to be specific in explaining the team's role in each activity in the annual report and presentation.

COMPETITION RULES

Student Registration Requirement

Any student who attends a SIFE competition at any level must be a registered SIFE student through the online registration process found at www.sife.org.

Reporting Activity - SIFE Team Data Sheet

All SIFE teams must distinguish activities and results during the current year. SIFE teams must clearly define their role in projects done in cooperation with their university or other groups including specific duties they did versus what their partners did. The SIFE Team Data Sheet helps us keep track and report on the progress of our SIFE teams around the globe. Each team will be required to submit this form prior to competing at their country's regional/national competition. Submissions may be made through the SIFE website or an option to submit them in hard copy format may be available. A sample of the SIFE Team Data Sheet is available on the following page. Please contact your Country Coordinator for any questions.

MEDIA LANGUAGE

The following language should be used by SIFE teams to measure media impact:

Reach

For broadcast media, "reach" is the estimated number of unduplicated or different households or persons who viewed a specific station at least once for five minutes during the average week for the reported period of time. For print media, this is number of people who read the publication.

Frequency

The average number of times the unduplicated viewers (or readers) will be exposed to the schedule of spots.

Gross Impressions

The average number of persons who view (or read) at the time the spot is run, multiplied by the number of times the spot or program is run.

(Reach x Frequency = Gross Impressions)

Room Set-Up

Details about the specific room setup at your country's national competition as well as the SIFE World Cup will be sent to you in advance of the event.

Equipment Failure

If a team's presentation equipment ceases to operate because of a power failure in the competition facility, the competition will be halted until the problem is corrected. If the electronic equipment the team brings into the competition room fails, the time will continue to count down from the presentation time block.

Competition Room Access

Competition rooms are open to all registered attendees. SIFE teams and visitors are invited to watch other teams present, but they are asked to enter and leave rooms only during the set-up period. The area behind the judges is considered public domain. Doors to the competition room must remain unlocked and clear at all times to provide access to SIFE World Headquarters' staff.

Video/Copying Policy

By competing at any SIFE sponsored competition, each team grants SIFE World Headquarters the right and permission to document and publicize or otherwise utilize its annual report, oral presentation and outreach projects for illustration, advertising, training or any other lawful purpose.

SIFE teams may record the presentations of other teams at SIFE competitions under the following conditions:

1. No lights are to interfere with or inhibit the presenting team.
2. The team videotaping should be courteous and cause the least amount of distraction possible to the presenting team, including no rewinding or fast forwarding of tapes or making any other distracting noises during the presentation.
3. Set-up must be behind judge and audience seating.

Media Policy

The SIFE official photographer/videographer and members of the mass media approved by SIFE have full access to all presentation rooms at any time. This includes the use of lights and necessary equipment. All teams should be prepared for the possibility of members of the media taping or taking pictures of their presentations.

Hotel Policy

If a SIFE team has a complaint lodged against it by any hotel in any city during a SIFE sponsored event that involves repeated security violations, the offending SIFE team will forfeit all prize money, trophies and faculty stipend for that year.

Observers

Upon approval from SIFE World Headquarters, non-competing SIFE teams are invited to attend any SIFE Regional Competition, SIFE National Competition and the SIFE World Cup as observers. Registration is required. Please contact your Country Coordinator for information on how to register.



SIFE TEAM DATA SHEET – TERM DEFINITIONS

Number of Projects

This is the total number of projects your SIFE team completed in the 2007- 2008 academic year. Please note that if your team has developed one project that meets multiple criteria, regardless of how many times it is noted in your annual report or presented at a SIFE competition, it only counts as one project. For purposes of this data sheet, a project can be considered as a single measurable educational/empowerment initiative targeted at a specific audience even if that initiative forms part of a bigger program.

Hours of Team Involvement

This is the total number of hours your team spent impacting others through your educational outreach projects. This includes time spent directly and indirectly including but not limited to meetings, planning, project related travel, media activities, report writing, SIFE events. Do not include time spent by non-SIFE Team members.

Number of People Directly Impacted

This is the total number of individuals that were beneficiaries of your team's activities (i.e. only activities that meet the SIFE judging criteria). This does not include estimates of people impacted indirectly as a result of the wider ripple effect of your activities.

Partnerships/Collaborations

If your team has partnered with any of the organizations listed or has collaborated with organizations that focus on Micro Finance or Environmental Sustainability, please place an "X" in the appropriate field. You may mark more than one, if applicable. SIFE would like to track its worldwide involvement with these specific entities/initiatives.

Working Outside Your Home Country

Please list any and all countries, other than yours, where your team has conducted educational outreach projects. Also, please note that all projects abroad must be reported to SIFE World Headquarters before final execution. More information can be found at: www.sife.org/GORT.

Revenue Sources

Place an "X" next to the appropriate revenue source(s) of your team. Please also note the amount of funds received (convert into US Dollars) in the fields next to each source.

Website Address

Please include only web site addresses that are functional and active at the time of completing this form. You may include all web sites related to your SIFE Team including specific project focused sites. Do not include sites of your partner organizations, university (except if link is to a specific page dedicated to your team), or any other sites with simply an information section on your team.

SIFE TEAM DATA SHEET – SAMPLE



SIFE Team Data Sheet 2007-2008

PLEASE NOTE THAT THIS INFORMATION IS FOR USE BY THE SIFE ORGANIZATION ONLY. THE INFORMATION PROVIDED WILL NOT BE DISTRIBUTED TO THE JUDGES AT ANY SIFE COMPETITION.

Country: _____

Academic Institution: _____

Completed By (Name): _____

Position: _____ Advisor _____ Student

1 Number of projects completed this academic year: _____

2 Approximate hours of team involvement this academic year: _____

3 Approximate number of people directly impacted this academic year: _____

4 Has your team partnered/collaborated with any of the following organizations or organizations addressing any of the following issues:

- Junior Achievement Micro Finance
- AIESEC Environmental Sustainability (including water-related)
- Chamber of Commerce
- Rotary International

5 List any countries, other than yours, which your team has worked in this academic year:

6 Select your SIFE team's source(s) of revenue (indicate total amount in US\$):

- Institutional Support \$ _____
- Business Advisory Board (BAB) \$ _____
- Non-BAB Donations \$ _____
- Team Entrepreneurial Activities \$ _____
- Other \$ _____

7 Indicate your team's active web site address if one exists: _____

I verify the information on this form is correct to the best of my knowledge. Should it be presented in my organization's Annual Report or at a SIFE competition, all information will remain consistent.

Signature of Person Completing Form

Date

Submission of this form is mandatory to compete.



Regional and National Competitions

In many countries, there are several regional competitions held in various locations throughout the country. In such cases, the Regional Champion then advances to the SIFE National Competitions in their country. National Competitions are held annually, typically during the months from April to July.

SIFE World Cup

The National Champion from each country will be invited to compete at the SIFE World Cup. This competition allows teams to share best practice examples from across the globe and ultimately determine who is judged to be doing the best job in creating economic opportunity. The winning team will be named the SIFE World Cup Champion.

The event is a spectacular exhibit that highlights the rich diversity of languages, cultures, and ethnicities represented within SIFE and gives all in attendance a unique opportunity for cultural exchange and understanding.

Only SIFE National Champion teams will be invited to compete, but all SIFE teams may observe with prior approval. Registration is required.

Expenses

All expenses, with the exception of any meals provided to the competing teams, are the responsibility of the individual SIFE team. SIFE World Headquarters will also provide some accommodation during the World Cup competition. Teams should contact their Country Coordinator for more information.

Registration

To register for the SIFE World Cup, please contact your Country Coordinator.

Dates & Location

World Cup 2007

10-12 October, 2007
New York, New York
USA

World Cup 2008

1-3 October, 2008
Singapore





Using This Training Manual



OVERVIEW

This document is divided into two sections, each of which will be important to SIFE teams as you begin, or seek to improve the process of organizing your team and educational outreach programs. The previous section, the SIFE Information Handbook, outlines the purpose, rules and competition details of SIFE.

You will notice as you read the Information Handbook, that there are few rules governing individual SIFE team activities. This flexibility allows each team to structure itself and design educational outreach programs that best fit the needs of its members, its institution's faculty and administrators, and the community it serves. Individual SIFE teams have complete discretion to adopt policies or procedures for their own operation beyond those outlined in the SIFE Information Handbook.

This freedom often leads team members to ask, "What is the best way to operate our SIFE team?" There are many correct answers to that question. Teams have been successful using a variety of models. This training manual, the second important document available to SIFE teams, is an attempt to assemble a set of best practices or strategies for developing SIFE on your campus. Please note that the information provided in this manual represents only suggestions, not rules. Every SIFE team is welcome to incorporate as many or as few of these recommendations as they choose.

The manual section has been divided into four separate sections, representing the significant activities required to create an excellent SIFE team:

1. Developing a Mission Statement, Goals and Objectives
2. Educational Outreach Projects
3. Building a Sustainable Program
4. Preparing for Competition

The following page provides a visual representation of these activities. We suggest customizing this document to reflect your team's organizational details and distributing a copy to each of your members.

Other Resources Available to Your Team

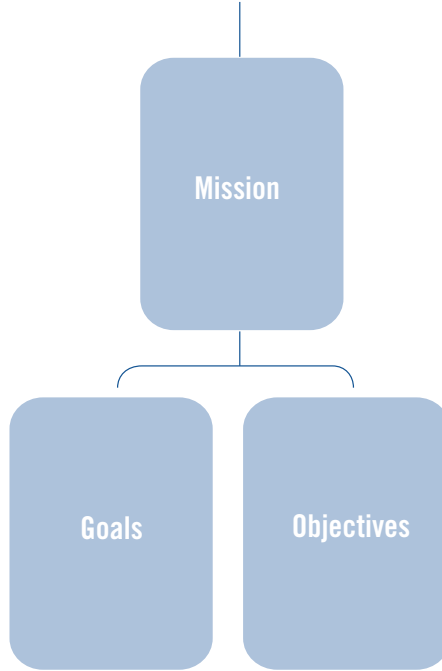
The following resources and tools can be found at www.sife.org and are available free of charge to assist in the organization and management of your SIFE team:

- Downloadable SIFE Information Handbook
- SIFE team Toolkits on the following topics: Business Advisory Boards, Fundraising, Institutional Support, Leadership, Recruiting and Team Succession
- Customizable marketing material templates
- Press Release Templates
- Team management forms
- SIFE Team Toolkits

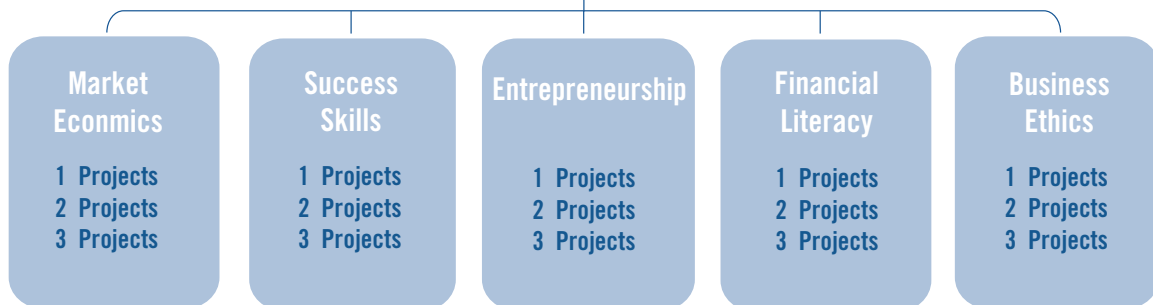
Competition Judging Criteria Explanation

SIFE's primary goal is to create economic opportunities for others through educating them about specific topics. The topics were carefully selected and organized to empower SIFE participants around the world. The foundation of that education is how a market-based economy operates (Criteria 1). Once that concept is understood, members of the economy fall within one of two basic categories: employees or entrepreneurs. Employees must have the skills needed to successfully compete in a global economy (Criteria 2). Entrepreneurs must have the ability to identify a market need and successfully create a product or service to satisfy that need (Criteria 3). After the skills of employment or entrepreneurship are successfully obtained, it becomes increasingly important to understand how to manage money to become and remain financially independent (Criteria 4). The common moral thread present throughout the process is an understanding of sound business ethics (Criteria 5). Lastly, a plan must also be in place to ensure the long-term sustainability of programs, projects, or business ventures (Criteria 6).

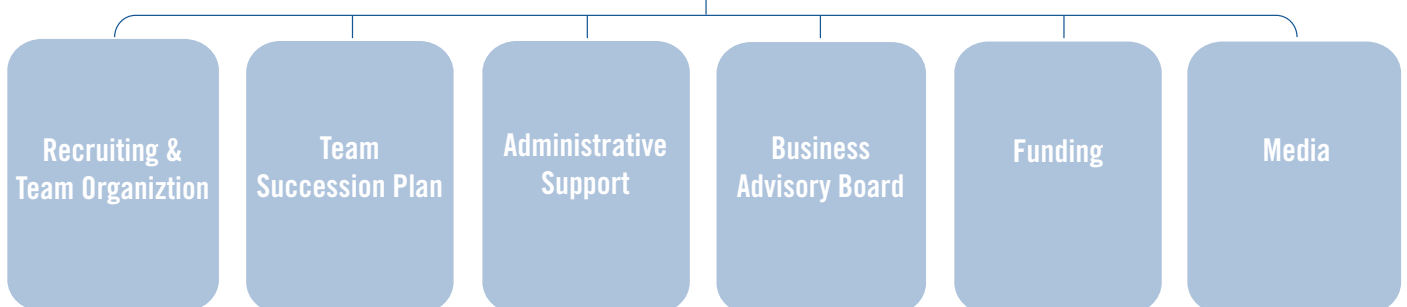
SIFE Team Model



Educational Topics



Program Sustainability





Developing a Mission Statement, Goals and Objectives

DEVELOPING A MISSION STATEMENT

The Drucker Foundation for Non-Profit Management defines a mission as “Why you do what you do; the organization’s reason for being; its purpose.”

Given the flexibility each university has to implement SIFE on its campus, developing a mission statement is an important step new SIFE teams should consider. For veteran teams, this exercise will energize and refocus efforts. A mission statement is not a slogan! Written correctly, your mission should provide a perspective for making important decisions, such as what educational outreach projects to develop, which audiences to target, what outcomes you hope to achieve through the projects you implement, and members of the community you should involve as partners in your projects. Developing a mission statement is the first step in establishing your team identity or “brand” and should be the primary means by which you communicate your team’s purpose and inspire commitments from internal and external constituents.

As you begin the process of developing a mission statement, remember that you are not doing so with a blank piece of paper. The SIFE World Headquarters vision and mission statements and educational topics provide parameters for your team throughout this process. These items identify the general purpose of a SIFE team, the overall subject matter a SIFE team should teach, and the end goal of its educational initiatives.

Given the unique nature of each college or university, try to develop your team’s mission statement in a manner consistent with the values reflected in your own institution’s mission.

Sample Mission Statement

To provide our community with the education and training needed to succeed in a global economy.

SIFE Vision

To be a catalyst for the development of leaders who will create a better world through business.

SIFE Mission

We create global partnerships between business and higher education that prepare university students to make a meaningful contribution toward a better world as entrepreneurs and business leaders by challenging them to address real world business and economic issues in their communities.

Focus on:

- Look at mission statement examples from successful organizations around the world
- Work within the broad framework of SIFE and your college/university
- Keep the language simple
- Write a mission statement that clearly defines why your team exists
- Reflect on your mission statement as you make project decisions

DEVELOPING GOALS AND OBJECTIVES

Setting clear goals and objectives for your team builds upon the previous purpose of writing a mission statement. It is the next step in turning your team's ideas into action. Your team's goals are simply a clearer statement of the mission and specify the actual accomplishments to be achieved if the mission is to be realized.

Goal – A broad statement of the ultimate result of the desired change.

Objectives are clearer statements of the specific activity required to accomplish each goal. Good objectives are specific, measurable, action-oriented, and realistic. And involve a deadline.

Objective – A measurable, time-specific result the organization expects to accomplish as part of the project.

Goals and objectives answer the question, How would the situation look if it were changed?

When writing your team's goals and objectives, evaluate:

- Key areas you are attempting to change
- Segments of the population to be involved in the change
- Ways to measure the change
- Expected degree of change to be achieved
- Deadline required to accomplish this degree of change

Sample Goals

1. Create 3 new projects
2. Recruit 10 new members
3. Create a team succession plan
4. Gain administrative support

Focus On

- Team's goals should coincide with the team's mission statement
- Corresponding objectives should be specific and measurable
- Established goals should be used as a roadmap throughout the year
- Goals and objectives should be reviewed and updated each academic year



Educational Outreach Projects



EDUCATIONAL OUTREACH PROJECTS

Educational outreach projects that create economic opportunity for others are the core of each SIFE team's existence. Projects should educate others about one of the following:

1. Understanding how a market-based economic system operates
2. Acquiring the education and skills training needed to succeed in a dynamic, competitive global economy
3. Learning how to succeed as an entrepreneur and/or improve an existing business
4. Developing the personal financial management skills necessary to achieve financial independence
5. Understanding that the long-term success and prosperity of a market economy, businesses and individuals are dependent on ethical business practices

The challenge to SIFE teams is not simply to inform, but to empower – to help targeted audiences to gain economic opportunity through a better understanding of the SIFE educational topics outlined above.

Educational outreach projects developed by your team should do one of the following:

1. Directly educate a particular group
2. Create a new learning experience for a specific audience

Directly Educating

Organizing a workshop to educate young adults about the importance of saving at an early age and the details of investment options available would be an example of a project that directly educates. Such a project could be conducted with original material created by your team or with material written by another party.

Direct education could be facilitated by members of your team or by an outside expert, such as an investment advisor from your community, as long as your team organized the event and arranged for the presentation.

Creating a New Learning Experience

If the project does not directly educate, it should create a new learning experience with project participants developing a better understanding of one of the five SIFE educational topics. For example, conducting a business plan competition between groups of secondary school students and awarding seed money to winning students to start their own businesses would succeed in creating a new learning experience for the students. Even though the team did not actively engage in directly educating in this example, the program they developed provided an opportunity for the participants to increase their understanding of entrepreneurship.

Characteristics of Successful SIFE Projects:

- Address definable needs
- Achieve measurable impact
- Target one of the SIFE educational topics
- Innovative
- Collaborate with and involve a team's Business Advisory Board
- Develop potential for continuation and possible expansion in the future

Identifying Project Ideas

Consider the following techniques for identifying potential educational outreach projects:

■ Brainstorming

Refer to the exercise on the next page.

■ Search the project resource database available at www.sife.org.

■ Study what other SIFE teams are doing.

The annual reports from teams which participated in the SIFE World Cup are available online for review. Visit www.sife.org for more information.

■ Learn your team members' individual interests and talents.

Understanding the unique composition of your team will help in project selection. For example, if you have a large number of finance students in your team, it makes sense to develop projects that teach financial literacy concepts.

■ Analyze the needs of your community.

SIFE teams are located across a diverse range of communities, from large urban areas to small rural towns. Each of these communities offers access to a variety of populations and problems. Do some research into your community and perform a needs assessment.

■ Get involved in your community and volunteer your assistance.

There are likely many educational organizations and business/civic groups in your community interested in addressing the same topics as your team, or interested in serving the needs of the same population groups as those targeted by your team. These groups are often looking for partners to develop new initiatives or volunteers to execute existing programs. Identify these groups in your community, introduce your team and volunteer your assistance.

Exercise

When your team brainstorms for project ideas, answer the following questions:

1. Which of the five SIFE educational topics do we want to teach: market economics, success skills, entrepreneurship, financial literacy, or business ethics?
2. What audience would we like to educate?

To complete the following exercise, begin by brainstorming with your team members to list all of the potential subjects, under each of the five SIFE educational topics, that would be possible to teach. Once your list of subjects is complete, brainstorm all of the possible ways to segment your community and identify unique population groups.

Now, try to match the list of subjects to particular community groups that are not currently being given the opportunity to learn about these subjects or that could benefit by learning even more about them.

Subject	Audience

Developing a Project Outline

Use the following steps to create a detailed plan of action and to identify the resources you will need to complete a successful SIFE project:

1. Specific need(s) the project will address
2. Target audience
3. Learning objectives to be achieved by the participants in the project
4. Project description/overview
5. Potential project partner(s)
6. Physical materials and educational resources needed
7. People resources necessary
8. How to measure the project's success in creating economic opportunity for others
9. How the project activity will be documented
10. Specific tasks and corresponding deadlines required for project completion

PROJECT EXAMPLES

SIFE teams are always looking for creative ways to address the needs in their community and beyond. When brainstorming for project ideas, teams must be sure that the projects educate others about at least one of the five topics listed in the previous section: 1) market based economics; 2) acquiring success skills; 3) entrepreneurship; 4) financial literacy; 5) business ethics.

The following are examples of projects facilitated by actual SIFE teams. These projects fit into at least one of the above categories. Remember, be creative! Teams should use these ideas to help develop new and original projects. Here is a look at what other SIFE teams are doing:

SIFE Swaziland: The SIFE team at the University of Swaziland taught a group of AIDS orphans how to grow their own crops and market them to the community. As a result, the orphans had a source of food, as well as a sustainable income.

SIFE Ghana: SIFE UCC in Ghana educated women in a local prison on all aspects of business and entrepreneurship. Through financial institutions such as the Kenya Women Finance Trust, these women were given the opportunity to obtain micro-loans for starting their own businesses.

SIFE Morocco: At the Institute of Higher Education & Management, SIFE students sought to alleviate a problem and develop a business in one project. The team taught farmers how to market their over-population of snails into a luxury product sold online. In the end, the community was relieved of the damage-causing snails and the farmers learned how to turn a bad situation into profit.

SIFE Canada & SIFE Brazil: In a partnership program between Laurier SIFE and PUC SIFE, university students attended a conference where they discussed differences between Canadian and Brazilian cultures, governments, economic systems, and analyzed the effect of the international marketplace on local businesses. Students brainstormed and found a local Brazilian product that could be marketed and sold in Canada, emphasizing the importance and complexity of international business.

SIFE Egypt: SIFE students from the American University in Cairo educated farmers on an alternative to burning rice straw, which emits large amounts of pollution every year. Farmers learned how to make natural fertilizer out of the straw, drastically cutting pollution and making local farms more economical and efficient.

SIFE United Kingdom: The SIFE team from the University of Newcastle upon Tyne developed and facilitated a business plan competition called “Enterprise Challenge”. Students from various backgrounds wrote business plans and competed for the chance to win a total of £8,000 donated by local companies. A black tie awards ceremony concluded the event. The project gave students the chance to learn more about the complexity of business planning and network with local business owners.

Documenting

Don't forget to thoroughly document the activity of the educational outreach projects your team conducts.

Documenting your projects will allow your team to archive its accomplishments, and will help you create a more complete annual report and competition presentation. For each project, collect the following:

- Photographs/video
- Names of SIFE team members involved and hours contributed by each
- Names of Business Advisory Board members involved
- Names of any other important project partners
- Number and demographics of project beneficiaries
- Copies of the educational material used
- Press clippings and media reach numbers

Outcome Assessment

In addition to documentation, which simply provides a record of project activity, it is equally important to devise instruments to measure the increase in learning achieved by the participants as a result of your team's educational outreach projects.

Outcomes are benefits or changes for individuals or populations during or after participating in program activities. They are influenced by a program's outputs. Outcomes may relate to behavior, skills, knowledge, attitudes, values, condition, status, or other attributes. They are what participants know, think, or can do; or how they behave; or what their condition is, that is different following the program.

Outputs are the direct product of program activities and usually are measured in terms of volume of work accomplished – for example, the number of classes taught, counseling sessions conducted, educational materials distributed, and participants served.

This information will be critical when evaluating the project's potential for continuation, publicising the project to the mass media and potential project sponsors, and when reporting the project in the SIFE Competition.

When actually measuring project impact, you can choose to design methods that provide a qualitative or a quantitative evaluation:

Qualitative measurements are rooted in direct contact with individuals involved in the programme. They might include items such as interviews or testimonials, project participants, business advisory board members or other community partners involved with the project. For example, your team may work with a community agency that serves the needs of at-risk teenagers in order to provide information about attending university. In this case, you might consider interviewing the agency director about the impact the project has had on the students and whether they would like to continue the project with your team in the future.

Quantitative measurements translate experience into units that can be counted, compared, measured and expressed statistically. They might include items such as pre- and post-exams or a measurement of the project participants' success in reaching a certain objective. For example, if your team created a program for educating primary school students about market economics, then a pre- and post-exam would be a good tool to document the students' increased knowledge of the subject material as a result of your efforts. If your team provided assistance to a small business owner to improve marketing and advertising, you could measure and report the sales increase achieved by the entrepreneur as a result of the services you provided.

Keep in mind that it is important to continue measuring the impact of your projects even after they are completed. The long – term outcomes will help you determine the success and sustainability of the project.

Be creative and choose the most appropriate tool for illustrating the unique impact of each project. However, the evaluation method you use for each project should be decided during the planning process, before the project is actually started.

Focus on:

- Create SIFE projects that answer definable needs
- Plan projects with the SIFE educational topics in mind
- Develop detailed outlines for each project in advance
- Document and measure the results of your projects
- Building the quality of the projects and the sustainability of programs



Building a Sustainable Program



RECRUITING

College and university campuses are dynamic environments. Every year new students arrive and other students leave. This constant turnover means that recruiting new members is a never-ending task that requires constant attention. However, a common misconception is that a very large membership is required to operate a successful SIFE team. While we would certainly encourage you to involve as many students as possible on your team, a large, disorganized or unmotivated group is difficult to manage and not nearly as effective as a smaller, committed group of students. Also, remember that participation in SIFE is not limited to students in business studies. You should make an effort to recruit a significant number of your members from outside the business school. These members will bring a fresh perspective and valuable skill-sets to a team.

Consider the following strategies for recruiting new members:

- Participate in your college/university's organizational fair at the beginning of the academic year.
- Ask members of the teaching staff to make an announcement in their classes about SIFE or offer to make a short presentation at the beginning of their classes.
- Where applicable, identify the general education classes every student is required to take and ask the teachers if you may make a presentation in their classes.
- Create personal invitations to join SIFE and have current team members distribute them to their friends or other student leaders on campus.
- Advertise in the student center.
- Identify other student organizations on campus that would make good partners for a particular project and invite them to conduct a joint project with SIFE. For example, if your team is facilitating financial literacy projects, approach the finance club as a potential partner.
- Ask your team's faculty advisor about the possibility of offering class credit for participation in SIFE.
- Create a SIFE bulletin board to include a sign up sheet, current projects, media coverage, announcements and the team's meeting time and place.
- Purchase fun giveaways such as pens/pencils, mugs, frisbees, or magnets. *Please remember to attach your institution's name when using the SIFE logo.
- Wear your SIFE team's t-shirt or polo on meeting days.
- Have meetings in highly traveled areas so team meetings can be seen by non SIFE members.

For more information on recruiting, refer to the Recruiting Toolkit on the SIFE website.

ORGANIZING

Although there is a variety of models from which to choose in organizing your team, we suggest you choose a flat structure built around your team's educational outreach projects. Start by creating a limited number of officer positions for key functional areas. Examples might include a president, vice-president of finance, vice-president of recruiting and membership, etc. Dedicate the majority of your leadership structure to project manager positions. The individuals who fill these positions will be responsible for organizing a project team and managing the details required for the completion of one specific project. An established structure avoids a lot of bureaucracy, encourages teamwork, and provides valuable project management experience to the team members.

The following are suggestions for improving the organization and cohesiveness of your team:

- Register your team as an official student society.
- Schedule a regular meeting time and location. Most teams usually meet weekly or bi-weekly.
- Collect the contact information for each member and create and maintain a team member list.
- Create an e-mail list serve for your team.
- Make sure each team member registers as an official SIFE student at www.sife.org.
- Leadership/team retreat to plan for the upcoming year.

TEAM SUCCESSION

Overview

Each year SIFE team membership numbers tend to fluctuate due to member graduation and recruitment efforts. To ensure a quick and efficient start to the academic year, SIFE teams should create a team succession plan. The object of the plan is to ensure that the students who will be returning next year understand the team's goals, objectives and methods well enough to continue the team's momentum.

Some of the key ideas of the plan include:

- Determining next year's leaders early enough that they may be properly trained by the current leaders.
- Creating a shadowing or mentorship program for members who would like to be in a leadership role.
- Recruiting younger members (first-year and second-year students). This can add stability to team membership.
- Creating a yearly transition notebook.

Yearly Transition Notebook

One of the most important tools your team can create for sustainability is the yearly transition notebook. Think of this document as a blueprint for your SIFE team. If someone who knew nothing about your team picked up this document, they should be able to immediately understand what your team is about.

Below are some of the items the notebook should contain:

1. Team organizational chart
2. Tentative calendar of events
3. Full summaries of ongoing projects
4. Copy of most recent annual report and competition presentation
5. Tentative dates and deadlines for items due to SIFE National Office
6. Contact information for the entire team and all groups associated with the team (BAB members, important institutional contacts, funding contacts, SIFE Program staff contact information, etc.)
7. All team financial documents
8. Team guidelines and bylaws, if applicable

This notebook should be updated at the end of each academic year, preferably at the year-end meeting of the SIFE team leaders. It should remain in the SIFE team office, with the faculty advisor or with the incoming team leader or president.

The notebook will become particularly important if your faculty advisor does not return or if the majority of your team graduates. In this situation the following items become essential to the continuation of your SIFE team:

1. Names and contact information for SIFE team supporters within the college/university.
2. All information associated with the team's financial support (money that must be requested from the college/university, SIFE team donors, all fundraising projects, etc.).
3. Business Advisory Board contact information.

Your Country Coordinator should also be available to assist you with this transition. For more information on creating a succession plan, please refer to the Team Succession Toolkit on the SIFE website.

Focus on:

- Plan for the future of the team
- Keep team records up to date
- Keep current contact information for key constituent groups
- Maintain a yearly transition notebook
- Utilize the Team Succession Toolkit available on the SIFE website



THE ROLE OF A FACULTY ADVISOR

I. OVERVIEW

Without question, the driving force behind a SIFE team is the Faculty Advisor, who may be a professor or a staff person at an academic institution. Much more than a teacher, the Faculty Advisor wears the titles of coach, mentor, career advisor and friend, with duties ranging from motivating their teams to helping students write resumes.

Faculty Advisors serve as trusted sources of advice as their students sort through various career opportunities and make the transition from school to the work force. Most SIFE students will tell you that the friendships they've developed with their advisors last well beyond their university years, and they count their advisors among the most impactful people in their lives.

You'll find tremendous satisfaction watching your students extend their learning beyond the four walls of a classroom to hands-on, real-world situations. As your students implement their SIFE educational programs, they develop teamwork, leadership and communication skills. But most importantly, as SIFE students become teachers, they discover a whole new passion for learning.

Requirements for Faculty Advisors

In order to be recognized by SIFE World Headquarters, each SIFE team must have a Faculty Advisor. To qualify as an advisor, candidates must be employed by the academic institution they represent. No restrictions are made as to the specific nature of the advisor's role at the institution they represent.

Each individual institution may have only one SIFE team, but there is no limit on the number of advisors. One of them, however, must accept the title of Primary Faculty Advisor. Those accepted as Faculty Advisors must have a thorough understanding of the free enterprise system, and the ability to work with students, community groups and local businesses. As the advisor of a SIFE team, you must be willing and able to guide students in the establishment of a SIFE program on your campus and the implementation of quality free enterprise education projects.

The role of the Faculty Advisor is to assist in the activities of the team through encouragement, advice, and guidance. The advisor is discouraged from micro-managing the team, though he/she is indeed the official head coach. The Faculty Advisor should, however, facilitate interactions between the team and the institution's administration and may also assist with managing the activities of the team's Business Advisory Board (BAB).

Responsibilities

The responsibilities of a Faculty Advisor are:

- Provide mentorship to SIFE members
- Regularly attend SIFE meetings, fundraising activities, and outreach programs
- Provide guidance to the SIFE team and evaluate competition presentations
- Prepare SIFE students for competitions
- Serve as an advocate for the SIFE organization on and off campus
- Ascertain that the SIFE team has met all requirements, and
- Serve as the primary representative of the team with SIFE Headquarters

II. DEVELOPING THE SIFE STUDENT EXPERIENCE

Your Role

As the team's advisor, your responsibility is ensuring the best possible experience for the student team. You can enhance this by being actively involved with your team. Your involvement in directing, advising and mentoring the team creates an environment where successful projects can be completed. You are encouraged to implement a hands-on learning opportunity for your team whereby you guide and direct while the students act and produce.

Who Benefits?

SIFE teams advance free enterprise by making an impact through the educational projects and entrepreneurial initiatives that they develop and execute throughout the year.

For faculty, the benefits of being actively involved in the SIFE program are numerous:

- Opportunity to interact with and teach students outside the classroom setting
- Opportunity to provide exposure for the university through outreach activities
- Opportunity to interact with top business leaders and like-minded peers
- Opportunity to participate in a personally and professionally fulfilling experience
- Opportunity to provide a stronger learning experience for students

For students, the benefits of being actively involved in SIFE projects are numerous:

- The opportunity to positively impact their campus and community
- Hands-on skills that differentiate them from their peers
- Opportunity to network with like-minded people from around the world
- Increased confidence
- Recognition for their efforts through competitions
- Exclusive recruitment opportunities through organized recruitment fairs or direct access to potential employers at SIFE events

Creating the Practical Experience

Through facilitating a practical hands-on atmosphere where projects and student development flourish, teams will create advanced, world-class projects. By providing focus to your team strategy, you are able to develop an environment where more projects will be created in a timely and effective manner.

Giving the students the opportunity to run successful projects is a rewarding experience for all involved. As the coach you have the opportunity to guide the student team as well as enhance their experience and involvement.

You are encouraged to hold the team accountable just like a manager would in a “real” work setting. In creating transparent

accountabilities, the student leaders will in turn create greater accountabilities among themselves.

To ensure success with your team, the coach is encouraged to advise and direct the team through the following:

- Project Planning and Implementation
- SIFE Competition Training
- Student Recruitment, Orientation, and Succession
- Team Management and Accountability
- Building a Business Advisory Board (BAB)

By participating, all stakeholders have the opportunity to increase their learning experiences. Community members are the primary beneficiaries of the student led SIFE projects.

III. PROJECT PLANNING AND IMPLEMENTATION

The educational outreach projects developed by your team should do one of two things – directly educate a particular group, or create a new learning experience for a specific audience. Teams create and deliver SIFE projects based on the guidelines of the SIFE Judging Criteria.

Your Role in Project Development

As the coach of the team, you are able to bring focus to the development of projects and opportunities. You can guide the team in selecting projects as well as hold them accountable for achieving goals. Ensure that all projects are aligned with the SIFE Judging Criteria when determining the expected outcomes. Projects should fulfil a need in your local community.

Characteristics of Good SIFE Projects

Through the creation of effective and innovative SIFE projects, your team will enhance the opportunities in your community. Over the course of a year all the projects must target every SIFE Judging Criteria in order to be considered a succinct and comprehensive SIFE Program. All good SIFE projects:

- Address a definable need
- Have a measurable and definable goal
- Have the potential for continuation and possible expansion in the future

All projects should have a project manager who directs the development of the project. Each project requires different skills and abilities; leverage the support network around your team so as to complement that of the project manager. When identifying projects consider:

- Finding out what other teams are currently doing
- Determining team members' individual talents and abilities
- Analyzing the needs of the community

Thoroughly document all parts of the SIFE project your team conducts; this will ensure proper reporting and sustainability. Documenting your projects by including pictures, video and testimonials will help in the development of your presentation.

IV. SIFE COMPETITION TRAINING

A key component of the SIFE program is presenting your results at the SIFE Regional and/or National Competition. This competition allows each team an opportunity to deliver a presentation and be evaluated on how effective their team was at developing and implementing a comprehensive SIFE program.

Presentation Development

The SIFE presentation should focus on communicating the effectiveness of your SIFE program. Each team has an opportunity to present their program to business leaders and members of the community.

The presentation should be filled with documentation of your program. Collecting pictures, testimonials, and video should start at the beginning of the year and continue through the development of new projects. The documentation will enhance your presentation and make it easier to develop.

The presentation needs to effectively communicate your SIFE program to an external audience. The faculty advisor's main role in presentation development is ensuring the message of the presentation includes:

- Clear explanation of the rationale behind your projects
- Clear alignment with the SIFE criteria
- Qualitative and quantitative measurement impact
- Context of your team environment including the community, school and SIFE program
- Evidence of success

An effective presentation is:

- Accompanied by a visually appealing power point
- Delivered in a well rehearsed, professional manner
- Delivered in an easy to follow format
- Creative and effective
- Convincing and backed by impressive outputs and outcomes

Most presentation teams consist of three to five presenters. Presenters should be chosen from the members on your team. There should be a transparent and developed process for choosing members to present on behalf of your team; presenting at the Regional or National Competition could be offered as a reward for high participation. You can help by giving objective advice when developing the presentation.

Presentation Practice

A presentation which has been developed in a concise and easy to follow format will also be easy to practice. Each team should practice their presentation well in advance of the competition. Presentations should be practiced in front of different audiences and in many settings. Each audience should have an opportunity to critique the presentation so as to make it better. Possible audiences are:

- Members of the SIFE team
- Members of the faculty
- Business Advisory Board Members
- Members of the campus administration
- Members of the business community
- Professional presentation critics

Remember that your team's presentation will be evaluated by members of the business community who are not in contact with the SIFE program on a daily basis. A presentation should be clear so as to convey your message to that audience. As the team coach, your role is to provide as many practice opportunities as possible.

V. STUDENT RECRUITMENT, ORIENTATION, AND SUCCESSION

A successful succession process is the key to the sustainability of all SIFE teams. A proper succession includes having a strategy for growth and continuity. However, a common misconception is the belief that a large membership is needed to run a successful SIFE team. A large, unorganized or unmotivated group is difficult to manage and not nearly as effective as a smaller, committed group of students. Keep this in mind when developing recruiting strategies.

Phase 1 [Select Incoming President](#)

- Encourage and qualify potential applicants
- Assemble interview team
- Set up interviews for applicants
- Select Incoming President

Phase 2 [Select Leadership Team](#)

- Arrange interviews for leadership team applicants
- Incoming President and Faculty Advisor conduct interviews
- Solicit input from BAB members, SIFE National Office, and key stakeholders including team members
- Select incoming leadership team

Phase 3 [Team Building](#)

- Document Roles and Responsibilities
- Schedule Leadership Team Retreat
- Schedule meeting for Incoming President with Dean, BAB, Sponsors, and other stakeholders
- Identify and encourage potential project leaders

The Faculty Advisor's primary role in succession planning

is targeting and recruiting student leaders. This targeted recruitment adds a higher level of credibility to the succession process for SIFE teams. Advisors are to be a part of the training and development process for the new student leaders as a guide for strategy and team focus.

[Key Success Factors](#)

Key outgoing leaders, the Faculty Advisor, SIFE National Office, and student members need to be involved in selecting the new Leadership Team. Relationships with stakeholders must be transitioned to the new leadership team.

VI. TEAM MANAGEMENT AND ACCOUNTABILITY

An effective team is held accountable by the faculty advisor and the stakeholders directly affected by the team's actions.

[Your Role in Managing the Team and Program](#)

Every successful sports team has a coach who serves as a mentor and fuels the team's drive to excellence. Similarly, SIFE looks for faculty to drive and coach each team to success. With this mindset, you are able to recruit the top student leaders, help determine the team's focus, identify the challenges, and train your team to produce a successful overall program. We encourage the development of teams through faculty advice and direction.

Along with ensuring a quality and comprehensive student experience you may take on many other roles within team.

Some other roles include:

- Holding the team accountable to commitments made
- Discussing SIFE with other members of faculty and campus administration in an effort to build institutional support
- Increasing the exposure of your SIFE Team in your local community, particularly among business leaders
- Liaising between SIFE National Office and your SIFE Team

[Team Organization](#)

Each team has complete freedom to put in place rules and procedures to govern its own activities, beyond those outlined in the SIFE Global Handbook and Training Manual 2007-2008, so long as they are consistent with the Membership Guidelines

VII. BUILDING A BUSINESS ADVISORY BOARD (BAB)

The core individuals of a SIFE Team include students, a faculty advisor, and a Business Advisory Board. Teams should structure themselves around the development of quality and sustainable projects. The flatter the structure of the organization, the easier to manage through direct responsibilities given to each student leader involved. The utilization of project managers is the key to developing responsibilities and accountabilities.

Creating Team Accountability

Team accountability comes through creating clear roles and responsibilities for each member. By implementing a process for project development, a team is able to set up clear deadlines for deliverables associated with creating a new project. Other forms of team accountability include:

- Incorporating stakeholders which are directly affected by the actions of the SIFE Team
- Creating transparent processes and controls – finances, decision making
- Utilizing the team's Business Advisory Board when developing strategy and future planning
- Communicating with SIFE National office in a timely manner

A culture of accountability within an SIFE team offers the students a higher level learning experience.

A Business Advisory Board (BAB) will help your team identify projects and create sustainability within your organization. A board is generally comprised of members of your community who are in a position to add value to the team. They are able to lend a guiding hand when fundraising, developing organizational accountabilities, creating valuable connections, and fostering a strategic focus for the team.

Your Role with the BAB

As the team coach you are able to act as the voice of the business advisory board in the everyday setting. You can set the stage as the link between the campus and the team as well as the advisory board and the team. You and the president of your team should sit on the business advisory board as ex-officio members.

Developing a BAB

By identifying key members of the community who will contribute to the success of the SIFE team, your business advisory board will be an integral component of your SIFE team.

A key position when developing the board is coordinator. This position will not only communicate with all members on the advisory board but also with the team. The coordinator should be well versed in your team's operations and strategy. This person could be a SIFE alumna/alumnus, a former SIFE president, or an active community member, so long as they possess good organization and communication skills.

VIII. SUMMARY

Operating a BAB

The key to a successful business advisory board is strategically-timed meetings. When a majority of the advisory board members are communicating effectively, the board will run smoothly. The advisory board is an extension of your team. When operating regularly, the advisory board will actively participate in conversation and be more in tune with the development and success of your SIFE team.

As an integral part of your team, the BAB is capable of carrying out duties on behalf of the SIFE Team. Some of these duties could include:

- Holding the team accountable for finances and projects
- Connecting the organization with local networks
- Identifying possible sponsorship opportunities
- Gaining the support of media outlets in the community
- Identifying projects and future developments
- Selecting team leaders and presenters

The advisory board will be able to carry out these roles in task forces or committees. They are also equally accountable to the team as the team is to them.

The role of a Faculty Advisor is not limited to what has been described in this section. These individuals go above and beyond the call of duty on numerous occasions in an effort to provide more personal and professional development opportunities for their students through the SIFE experience. For more insight or guidance, please contact your SIFE Country Coordinator or SIFE Program Staff.

INSTITUTION/ADMINISTRATION SUPPORT

Having the support of your institution and administration is crucial to the success of your SIFE team. Administrators control university resources and determine how they are specifically allocated. Obtaining institutional and administration support can increase your team's likelihood of receiving resources.

Remember that funding is not the only support your institution and administration can provide. There are many opportunities for your institution and administration to support your SIFE team by allocating resources such as:

- Personal time
- Printing and material resources
- Access to university and community networks
- Funding for projects, travel and/or team activities
- Office space for the SIFE team
- Course releases for faculty to serve as advisors
- Course credit for SIFE

Keep in mind that resources are limited on every university campus. Never assume the above resources are available for your SIFE team. The only way to truly know is to ask.

Obtaining Support

Institutional support is most easily obtained by building personal relationships with administrators. It is important to identify the influential individuals on your campus who have the ability to allocate resources to your team. Start with your department chair, business school dean and university president.

Developing a pitch specifically for administrators is vital to gaining their support. First, find out what your SIFE team can do for the institution and administration. Pitch your SIFE team as a solution to a problem they are facing and clearly state what is in it for them. Identify current or future SIFE activities that parallel the administration's objectives.

Be proactive in developing a relationship by getting them actively engaged.

For example, ask your administrators to:

- Serve on your Business Advisory Board.
- Attend SIFE team meetings.
- Participate in SIFE projects.
- Critique your team's presentation prior to completion.
- Attend official SIFE events, such as team training conferences and competitions.

Administrators who are actively engaged with your SIFE team are much more likely to see the benefits your team brings to the institution. Remember it is now a requirement that all competing teams have their annual report reviewed and signed by a college/university administrator (or have an approved verification form signed instead).

Engaging Other Faculty Members

Having the support of the faculty on campus is just as important as having administrative support. Engaging other faculty members in your team activities can lead to creating a more diverse member base and increase the sustainability of your program.

Consider asking faculty members the following as ways for them to become engaged with your SIFE team:

- Help you recruit new members by pitching SIFE to their classes
- Serve as a member of your Business Advisory Board
- Give advice on projects that align with their field of expertise
- Critique your presentation prior to competition

Focus on:

- Determine how your SIFE team can benefit your institution and administration
- Create a pitch that clearly explains what's in it for them
- Keep administrators informed about what's important to them
- Engage administrators in team meetings, projects and SIFE events
- Remember an administrator must sign your team's annual report
- Utilize the Institutional Support Toolkit

BUSINESS ADVISORY BOARD (BAB)

If properly used, a Business Advisory Board can serve as a tremendous asset to your SIFE team. This group can provide mentorship and guidance for your team, advice on projects, an introduction of your team to other leaders in the community, access to needed resources, and is a good source to critique your presentation before the actual competition.

If your team is having difficulty identifying potential Business Advisory Board members, consider looking at the following groups for candidates:

- SIFE team alumni are a good foundation for your Business Advisory Board. Alumni can provide unique and valuable insights for your team.
- SIFE companies with a presence in your community. You can find a list of SIFE donor companies at www.sife.org.
 - Please note that while executives at these companies may be personally involved with the SIFE World Headquarters, it is possible that individual company representatives located in your community may not be familiar with SIFE. When you approach these individuals, do not take for granted that they are aware of SIFE. You should be thoroughly prepared to explain what SIFE is to them.
 - For rules on how to contact SIFE board members of these companies, review the “Membership Guidelines” section of the 2006-07 Information Handbook or visit www.sife.org.

Focus on:

- Identify potential project partners and involve existing SIFE companies
- Thank your members for their support
- Utilize the Business Advisory Toolkit available on the SIFE website

- Leading business, educational and civic organizations in your community, e.g., the Chamber of Commerce, economic development groups, Rotary.
- Businesses that would have an interest in and be able to provide guidance for a specific project. For example, if you are teaching primary school students about saving and investing, involve a member of a local bank in the project and invite him/her to serve as part of your Business Advisory Board.
- Members of the mass media.

Engaging Business Advisory Board Members

After you have created your Business Advisory Board, it is important to involve the members in team activities. We suggest meeting with your Business Advisory Board at the beginning of the year to review your planned projects. This is a great opportunity for members to give their advice and sign up to be a part of projects that align with their interests.

Keep in mind that not everyone on your Business Advisory Board will be able to be as involved as the others. In this case, it is still important to keep them involved and informed of team activities. Consider the following strategies for working with your Business Advisory Board:

- Hold a beginning of the year meeting to review your plan for the new year and introduce new members to the board. Be sure to invite the members to your weekly meetings.
- Create a monthly newsletter to inform your Business Advisory Board about team activities and upcoming projects. Consider highlighting a few team members each month so the board can get to know you.
- Hold another meeting in the spring prior to competition to practice your presentation. Ask the members to serve as judges and have them give you feedback.

There is no perfect formula for working with your Business Advisory Board. Choose a strategy that will work best for your team and board members.

FUNDING

One of the things that sets SIFE apart from many other organizations is that SIFE World Headquarters does not charge students or teams for their involvement in the organization. It is very likely however that your team will have a need to seek funding sources through out the year to accomplish your goals and objectives. Since most teams are self-supporting, the necessity for fundraising often upon the shoulders of the team members. The decision to conduct entrepreneurial activities or solicit donations should be driven by the need to finance your team's educational efforts, operational expenses and in meeting Overall Judging Criteria #6 – Program Sustainability.

To help you with your fundraising goals, we have identified five approaches that have been successful for you to consider pursuing:

1. Campus

- Most student government associations save a block of funds to allocate to campus groups for travel or team projects. Pursue this avenue when you register your team as an official organization on campus. Keep in mind that it is better to have these requests filed early in the academic year as funds are limited.
- Discuss with your dean, department chair or president the opportunity for your team to receive seed money at the beginning of each year. This approach is often bolstered by effectively utilizing media (the next section of this book) as it strengthens your standing to be able to say that your team is providing a positive reflection within the community.

2. Civic Organizations/Foundations

- In every city there are typically countless civic organizations which are made up of community representatives – Kiwanis, Rotary, 20/30 Club, Jaycees, Chamber of Commerce – each of these organizations pride themselves on assisting the community and many provide funding for initiatives undertaken by student organizations. To access these groups you might start by asking around your campus to find out which staff members, professors and/ or administrators are members of the different civic groups.

They can take you as a guest to their meetings and help you navigate the funding options.

- There are countless foundations that offer funding options. Almost every corporation has its own foundation that makes charitable contributions. Although it may be difficult to secure funding from a large corporation, companies or organizations within your own community, such as a local bank, may be realistic sources for securing grants.

Should you decide to pursue grants as a source of funding, it is important for your team to realize that this is often a slow process and you should be diligent in your approach. Seeking funding at multiple dollar amounts from different foundations often makes it more likely that you will land one or more grants. It is often most effective for your team to develop a project concept with specific measurable outcomes that you plan to present for grant funding. Don't be afraid to use an idea as a template that you submit to multiple foundations in hopes that one will respond.

Foundation funding is often a one time source of support – many foundations do not give annual gifts. Therefore, if you wish to receive a multi-year gift it is important to submit a project opportunity which spans over the course of multiple years with annually measurable outcomes that culminate to a net positive effect over time. (i.e., working with one group of younger students starting when they are freshmen and seeing them through to graduation; or working with a group of welfare recipients to see them through a process of attaining financial independence by attaining a job, utilizing a budget and eventually planning for their future.)

3. Entrepreneurial Operations

- Your campus provides an immediate customer base for small entrepreneurial operations, such as leasing vending machines, setting up a small coffee stand/shop, or selling concessions at athletic events. Make sure you gain approval from your college/university administration before setting up shop.

Many times a campus, depending on size, will sign an exclusive operations contract with a particular company (such

as the one who runs your campus cafeteria(s). If this is the case, you might consider approaching the facility manager about a partnership whereby if they will let you operate such enterprises you agree to purchase merchandise through them.

4. Partnerships

- For virtually every educational project your team conducts, there will be a business in your community willing to offset the cost of the project. Identify companies in your community that would make natural partners for each of your educational outreach projects and ask them to be a project sponsor. Offer to put their company logo on the materials that you create to complete the project.
- To accomplish an effective partnership you will need to make a budget for your projects and know where you plan on spending the money. Remember that you are asking business people for the money which they put hard time and effort into earning. Being respectful of their business mindset through thoughtful planning, tracking and execution can result in a long standing relationship through which they would feel comfortable in funding future projects created by your team.
- As with civic organizations and foundation funding, working on funding through a partnership can take time for a company or business to consider your offer. It is important when you take a project idea before a company that you know when you plan to implement the project. Make sure the timing of your request allows sufficient time for the organization to consider the opportunity or discuss it with others within the business.

5. SIFE Network Opportunities

- Your team should feel comfortable in approaching local branches of companies which you know are SIFE donors about funding your projects locally. There are however some key things to consider when approaching a local branch of a national SIFE donor company:

- Many companies allocate their charitable dollars early in their fiscal year. While most companies run on a calendar year for their fiscal year, not all do. Research the company ahead of time to find out when their fiscal year begins so you know when to have a funding conversation to get in on the dollars they have available.
- Schedule the appointment ahead of time. You can call and simply ask for the manager and request a time when you can come by or meet somewhere to have a cup of coffee or a soda.
- Don't assume that just because the company headquarters funds SIFE that every store or branch manager knows what the organization is or that their company is a donor. Take a copy of a brochure with you to show their company's logo on it. You can even download a list from www.sife.org that will allow you to know the name of the individual from the company that sits on the SIFE Board of Directors so they will know whom they can contact within the company for more information on SIFE.
- Begin the conversation by thanking the store or branch manager for the support their company provides. Ask him/her to serve on your Business Advisory Board and then discuss with him/her the opportunities that might be available for receiving local support of your projects. Many companies provide matching dollars which can double your other fundraising efforts.

Focus on:

- Build partnerships
- Try small fundraising ventures
- Utilize Fundraising Toolkit available on the SIFE website

MEDIA

Every year, SIFE teams make headlines in thousands of local, regional and national media outlets. Working with your local media is an excellent way to receive recognition and increase support for your team's activities on campus and in the community. Here are some tips for publicizing your efforts to the mass media:

- Study your local media market. Identify what specific stations, newspapers, etc. serve your local community. In particular, focus on those stations that may be more willing to cover your SIFE team.
- Whenever applicable, use the custom press release templates provided by SIFE. These templates are located in the *Team Resources* section of your country's web page.

Points to Remember

- SIFE is an international, non-profit organization founded in 1975 and headquartered in Springfield, Missouri, USA.

■ Vision

To be a catalyst for the development of leaders who will create a better world through business.

■ Mission

We create global partnerships between business and higher education that prepare university students to make a meaningful contribution toward a better world as entrepreneurs and business leaders by challenging them to address real world business and economic issues in their communities.

- SIFE teams conduct educational outreach projects that help individuals in the community improve their quality of life and standard of living.
- SIFE teams assemble a Business Advisory Board, comprised of local business and community leaders. SIFE students apply what they are learning in the classroom to real working situations.
- Focus on the impact of your SIFE projects.
- Mention that you are preparing for a SIFE Regional or National competition that will be judged by business and community leaders.

Guidelines

- Please refer to your SIFE group as a *team*, not a club or chapter.
- Each time you reference an initiative of your SIFE team, be sure to attach your college/university name to the word "SIFE."
- Do not use the word "promote" when discussing what SIFE does. Instead, say that SIFE teams "teach" or "educate" people about market economics, entrepreneurship, success skills, personal financial success skills and business ethics.

Formal Names of the Competitions:

- SIFE Regional Competition
- SIFE National Competition
- SIFE World Cup
 - The winning team at the SIFE World Cup will be called the "SIFE World Cup Champion."

MEDIA CONTACTS

Name _____
Assignment Editor _____
Reporter _____
Reporter _____
News Room Fax _____
Phone _____
Address _____

Name _____
Assignment Editor _____
Reporter _____
Reporter _____
News Room Fax _____
Phone _____
Address _____

Name _____
Assignment Editor _____
Reporter _____
Reporter _____
News Room Fax _____
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Name _____
Assignment Editor _____
Reporter _____
Reporter _____
News Room Fax _____
Phone _____
Address _____

Campus Newspaper _____
Editor _____
Reporter _____
Reporter _____
News Room Fax _____
Phone _____
Address _____

Local Newspaper _____
Editor _____
Reporter _____
Reporter _____
News Room Fax _____
Phone _____
Address _____





Preparing for SIFE Competition



COMPETITION TEMPLATE

Please use this template as a guide for creating your annual report and presentation, but make them specific and unique to your team. *Remember, the following template is simply a suggestion.*

I. College and Community Demographics

- A. Describe the demographics of your community and any unique facts. You want the judges to understand where you are from and the setting of your community.
- B. Describe your college or university and mention any unique facts. You want the judges to understand your environment and situation.

II. Team History

Briefly describe the history and/or inception of your team. A timeline is a helpful tool in this step.

III. SIFE Team Mission and Goals

- A. State your SIFE team's mission and reason for existence.
- B. Describe the goals you set for your SIFE team to accomplish this year.

IV. Description of Projects

For each of your team's projects, describe the following details:

- A. Educational Topic Addressed - Explain which of the five SIFE educational topics the project directly addresses (market economics, success skills, entrepreneurship, financial literacy or business ethics).
- B. Project Need - State why the participant needs this knowledge to be successful. Good SIFE projects address a definable need. Describe the need fulfilled by the project.
- C. Project Description - Simply describe your target audience, the educational topic addressed and the method used to educate.
- D. Measurement of Results - Answer the question, "Was this project successful?" and prove it.
There are two types of measurements:
 1. Qualitative - This type of measurement might include items such as interviews or testimonials from team members, Business Advisory Board Members or other community partners involved with a project.
 2. Quantitative - This type of measurement might include such items as pre- and post-exams or a measurement of the project participants' success at meeting a specific objective.
- E. Future Plans for Current Projects - Discuss your plans to sustain and improve your current projects.

V. Program Sustainability

- A. Business Advisory Board (BAB)
 1. Describe your BAB in terms of size and expertise.
 2. Describe the role of your BAB and explain how BAB members have contributed to your projects.
 3. Describe your plans to increase their involvement with your team.

B. Team Succession Plan

1. Describe your team succession notebook.
2. Describe your plan to maintain your SIFE team in the long term through institutional and external support.

C. Funding

1. Describe your team's funding efforts.
2. Develop an income statement for your team and be prepared to share details with the judges.

D. Media

1. Describe your team's exposure to media outlets such as television, radio and newspapers.

VI. Closing

- A. Goals for Next Year - Describe your team's major goals to accomplish next year. Include your plans to expand current projects, add new projects and eliminate current projects. This is the time to show the sustainability of your SIFE program.
- B. Final Remarks - Describe your team's long term goals for creating economic opportunity for others. The judges will see several annual reports and presentations during a SIFE competition - make sure they remember yours.

Words of Advice

Keep the annual report and presentation simple and concise. Four pages and 24 minutes do not provide adequate space and time to explain every detail of your educational program. Provide an overview of your accomplishments and highlight the projects you feel had the most relevant impact.

- The annual report and presentation should be visual. Use of pictures, graphs and charts is recommended.
- Be creative in your approach.
- The annual report and presentation are, in essence, your team's attempt to sell the judges the idea that your team did the best job of creating economic opportunity through educating others about the five SIFE educational topics. If great products sold themselves, we would not have salespeople. Sell your team!

Presentation Room Equipment Provided:

- One eight foot or larger screen
- One extension cord
- SIFE does not provide other equipment of any kind, such as computers, slide projectors, monitors, TVs, VCRs, carts, tables, etc. It is the sole responsibility of each team to secure the use of any other equipment





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