

The PaJeS Pitch Pack

**Do you have a great project to improve your school?
Are you brave enough to face a panel of
judges who will invest in it?**

To celebrate the fifth anniversary of the Jewish Schools Awards, we are looking for the most creative projects from pupils that have the potential to change and impact on their school. Each team can comprise up to four students endorsed and supported by a member of staff. Three teams from primary and three teams from secondary schools will be chosen as finalists to prepare and present a short presentation at the **Jewish Schools Awards on the 11th February 2020**. The winning projects will then be announced on the night and awarded funding.

TO ENTER YOU NEED TO PREPARE A PLAN DEMONSTRATING THE FOLLOWING:

- **Idea:** What is your project and how will you identify your idea?
- **Implementation:** What resources are needed and what is the time scale?
- **Timeline:** What are the expected outcomes over what period of time?
- **Impact:** What impact will your project have?
- **Budget:** How much will it cost? Teams can apply for up to **£8,000** for a secondary school and **£5,000** for a primary school
- **Jewish values:** How does the idea and project align with Jewish values?
- **Sustainability and Endorsement:** How will your school ensure the project continues to run?

**This pack contains guidelines for submission of your application.
Deadline for application submission is the 9th December 2019**



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GUIDELINES FOR YOUR APPLICATION

1. Do you have an idea for a new project that would benefit your school or an idea that would improve it in some way?

This is your starting point. Think about something in your school that you are passionate about and that you would like to develop.

With your team of up to four students:



- Identify your project
- Brainstorm and think of lots of ideas about how to achieve what you want
- What action can you take to have an impact?

2. Jewish Values

Once you have identified the project and some of the ideas to achieve it, think about which Jewish values are going to drive you in your idea? What lessons have you learnt from school or home that you can apply to your project?

3. Hatching a Plan



Careful planning is a key part of your project's potential success so you need to hold planning meetings to narrow your ideas down.

As a team agree:

- What are the goals of your project?
- What are the tasks that need doing?
- List the tasks you have identified in order of priority and decide who will be responsible for them and when they will need to be done by?
- How are you going to go about your tasks?
- What resources do you need and where are you going to get them from?
- Which teacher will be helping you and why?



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GUIDELINES FOR YOUR APPLICATION

4. The Timeline

Plot out the main deadlines and responsibilities to take you from the start of the project to its completion. This will help you get a sense of your journey and the milestones that you will need to achieve along the way.

5. Spreading the Word



Once your project idea is formed and you know what needs to be done, you need to think about all the different ways you could spread the word around your school for example:

- Newsletter
- School Bulletin/read out at registration
- Tannoy system
- Assembly
- Posters/leaflets (link up with the art department?)
- Go class to class
- Set up a stall
- Internet information

It's important to think carefully about who your target market is and which methods are most appropriate for reaching them.

6. How Much Will It Cost?

Make sure you cost the project very carefully and explain the costs in your application with the budget that you have prepared.



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GUIDELINES FOR YOUR APPLICATION

7. The Pitch

Think about how you will explain and promote your project. Most importantly, what is your Unique Selling Point and why do you think you deserve to win the funds. You may also use leaflets, video or any means you like to tell us about it.

8. Supporting Reference from your Teacher

You will need a supporting reference from the teacher that is working with you on the project. **Please include this in your application.**

The Judging Criteria

The PaJeS Pitch Panel will score the projects using the following criteria:
Is the Project?

- Unique and creative
- Beneficial to your school
- Presented in an easy to understand way/well organized
- Realistic in outcome
- Well-researched
- Clearly rooted in Jewish values

Is the team?

- Knowledgeable about the project
- Poised and confident

Is the application and pitch?

- Engaging in presentation
- Comprehensive and clear persuasive



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HOW TO SEND IN YOUR APPLICATION

Please send in your proposal/outline with a maximum of two sides on A4 paper with reference to the guidelines. In addition to the two pages, you will need to include the supporting reference from the teacher and the budget.

You may accompany your proposal with a video, slide show or any other way that helps to convey your message.

Please submit your application to pitch@pajes.org.uk. The latest date for submission is on the **9th December 2019.**

Please feel free to contact Orah at orah@pajes.org.uk and we will answer any queries.

We have included a checklist on the following page to help you with your planning.

Get thinking and start creating!

Good luck!

The PaJeS Pitch Team





Application Check-list

- Idea for your project
- Jewish values that drive your project
- Planning your project- goals, tasks, resources, teacher that is helping you
- Plot out main deadlines and responsibilities
- Publicity for project
- Cost of project
- How are you going to pitch your idea on your application?
- Supporting reference from teacher
- Accompanying material if you have any. This can be a video, slide show etc...

