



Capstone Project, presented by Williams Mullen

ALL Stars will work within their crew, with the support of their mentors, to utilize what they have learned to address an identified need in the active living community. The goal of the capstone project is for ALL Stars to make a direct and lasting impact on active living opportunities in our community. The capstone project will be completed between March and April of 2025 and presented during the Awards Show.

Each crew's Capstone Project proposal will need to be approved and can include, but is not limited to, initiatives such as renovating an active living space, creating a social media campaign, developing content, fundraising, or researching and developing a prototype for an active living organization.

Through generous support from Williams Mullen, each crew can be awarded up to \$500 in financial support to help complete their capstone project. This funding will need to be requested at the time of submitting the capstone proposal and is subject to approval.

Capstone Project Deliverables Timeline

Deliverable	Timeline
Crew meeting to brainstorm project plans, assign crew roles	1/12
Crew Meeting to finalize project plans	By 2/23
Capstone proposal submitted	By 2/23
Approval/feedback from Sports Backers	By 2/28
Capstone projects facilitated	March – Mid-April
Crew meeting to finalize presentation plans	By 4/20
Capstone presentations due for approval/feedback	4/20
Capstone presentations	At Awards Show on 5/4

Capstone Project Roles

Crew Leader/Communication Liaison - Acts as a point of contact between the crew, mentor, program staff, and external stakeholders. Monitors the group's work and ensures that it aligns with the overall goal of the project.

Task Manager – Organizes and assigns tasks to crew members, ensuring that everyone knows what they're responsible for and deadlines are met.

Historian - Responsible for documenting key points, decisions, and action items during meetings. They create a record that helps the group recall discussions and track progress. They are also responsible for documenting the project through pictures, videos, and social media.

Resource Manager - Responsible for acquiring and managing the resources needed for the capstone project, whether that's physical resources, information, or expertise. Takes the lead on the project budget and fiduciary responsibilities.

Mentor – Helps facilitate crew discussions, ensuring everyone has an opportunity to speak, and keeps the conversation on track. Mentors will be focused on managing the process rather than dictating content. Mentors will encourage creative thinking and idea generation within the group and will help find common ground among differing opinions.



Capstone Proposal

- Seek support and input from your mentors as you plan and before you submit your proposal
- Proposal is due by 2/23
- Crew leader or historian should complete the proposal with input from all crew members

Capstone Project Proposal

Please describe your Capstone Project plans. *

Your answer

How will your Capstone Project benefit the Active Living community? *

Your answer

How will each student play a role in the Capstone Project completion? Which student is serving as the crew leader for the Capstone Project? *

Your answer

Does your Capstone Project require funding from Sports Backers in order to be successful? *

Yes

No

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Capstone Project Funding

What is the total dollar amount your crew is requesting for this project? *
Remember, the maximum amount that can be awarded is \$500.

Your answer _____

What does your crew need funding for? Specifically what is needed and how much does each item cost? *

Your answer _____

Will the funds be dispersed via check to another organization or will you need the program director to purchase items directly? As a reminder, funds can not be provided directly to a student. *

Your answer _____

A copy of your responses will be emailed to the address you provided.

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Capstone Requirements

- All crew members must play an active role throughout the capstone project.
- The project must be related to active living (ex – fitness, sport, exercise).
- The project should meet a need in the community that otherwise may not be met.
- The project should stretch your current abilities and experience.



Types of Capstone Projects

- **Renovating an active living space** – Is there a blacktop at a local school that could be transformed to an active play space or a local basketball court that could be beautified to make it more appealing?
- **Creating a social media campaign** – Is there a local non-profit with a limited budget who could benefit from a marketing plan and content generation for their programs or services?
- **Developing content** – Is your crew able to create video content that helps promote a local program, encourages kids to get moving, or could be used by organizations to promote a positive message related to active living?
- **Fundraising** – Is there a local organization that could achieve a goal with some additional funding? Can you rally your crew to host a peer-to-peer fundraising campaign or fundraising event?
- **Researching and developing an initiative** – Is there a local non-profit that has an idea, project, or initiation they haven't been able to bring to fruition due to staff time limitations? Could your crew research best practices from across the country and put together a prototype for the organization to consider?
- **Advocating for change** – Is there something that you want to see changed? How can you use your influence as an athlete and leader to advocate for the change you want to see?

Regardless of the type of Capstone Project your crew decides on, it cannot be done in silo. You will need to be working with an organization that agrees to be a part of the project and will need to collaborate with that organization throughout the project's duration.

Presentation of Capstone Projects

Each crew will be required to present their Capstone Project at the graduation ceremony. This can be in the form of a video or slide show, unless your crew is interested in another method of presentation. A few things to keep in mind:

- Presentation plans and materials must be submitted by 4/20 in order to be incorporated into the run of show and to ensure the format is functional and acceptable.
- Presentations must be no longer than 5 minutes.
- The presentation should focus on the outcome and impact of your project. You won't have time to detail all of the process and work that went into the project – what's most important is that the audience knows the impact that your crew was able to make through your project.