



BOCES: Cattaraugus-Allegany-Erie-Wyoming



The Students in Free Enterprise organization promotes relationships and economic opportunity through community outreach projects focusing on education, entrepreneurship and service. SIFE focuses on finding resources, optimizing relationships and bettering the community as a whole.



COMMUNITY
BLOOD BANK

A non-profit organization, the Community Blood Bank is dedicated to guaranteeing a safe, reliable supply of volunteer blood for patients seeking medical services in Northwest Pennsylvania and Western New York.

faqs

What if our school has already committed to a blood drive with the Red Cross?

No problem! The Red Cross has committed to host a blood drive for your school. The Community Blood Bank will be hosting a blood drive for your entire community. The community blood drives are a great way to better the community, provide a hands-on competition for students to participate in and allow the community members to “do good” by donating blood.

What if our school has already scheduled a blood drive with Community Blood Bank?

We would encourage you to use your already scheduled date as an opportunity for your community blood drive used for research for the Spring competition.

What will our students gain from this experience?

Developmental skills in a team setting, a hands-on experience that is often not available until students have a job, an opportunity to get involved with the community, a chance to get creative and a way to get involved with school.

registration

Contact before September 26, 2007:

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Integrated Marketing/ Communications Plan Competition Fall 2007 – Spring 2008

This program is based around a basic concept:

Social entrepreneurship.

Social entrepreneurship uses organizational, creative and managerial skills to recognize and fix a social problem that exists, while promoting community and relationships.


This year, the aforementioned groups are partnering together to provide an integrated marketing-communications plan competition for your high school students.


The competition will help you complete several New York State Standards in the following areas (see Standards Handout for further details):


Career Development and Occupational Studies
Health, Physical Education, and Family and Consumer Sciences
English Language Arts
Career Development and Occupational Studies
Technology
Art

We need your commitment for the following:


fall 2007


 This semester will be used for research purposes: What makes a blood drive successful? What makes a community event successful? Why do people donate blood or not donate blood? What age groups are most likely to donate? What advertisements work for a blood drive?


 Through surveys, interviews, focus groups and secondary research students will begin brain storming what they believe it would take to make a blood drive successful.


 Schools will produce advertisements, including a radio spot, television commercial, print ad and non-traditional advertisements. Students will be exposed to event planning, advertising and promotions, in addition to research.

spring 2008

 Each school will place their ads, and complete their promotions at the beginning of the semester.

 Blood drives will be scheduled the first half of the semester and hosted by each school, applying the marketing research they did in the fall.

 After learning what works and what doesn't by actually hosting the event, students will reevaluate their marketing and advertising plan. They will then come up with an improved plan for the next blood drive, held the following year.

 The end product will be a "plansbook," outlining their marketing research and creative plan. They will present their work in April at the final competition, where they will be competing against other schools that commit to the competition.

mark your calendar

- ✓ **September 26, 2007**
Registration (check back side for details)
- ✓ **September 28, 2007**
8:30 a.m. – 11:30 a.m. (lunch to follow)
Teacher Training Day
Provides training to all teachers
- ✓ **October 9, 2007**
9:00 a.m. – 1:00 p.m. (lunch included)
Youth Leadership Day
Provides training to 2-3 students from each school
- ✓ **February 2008**
Blood drives will be individually scheduled based on availability during the beginning of the Spring semester
- ✓ **April 2008**
Competition Day TBA
- ✓ **May 2008**
Winners trip to Erie

prizes

- Overall Plan First Place:** \$500, trophy
- Second Place:** \$300, trophy
- Third Place:** \$200, trophy
- Best Radio Ad:** \$100
- Best TV Ad:** \$100
- Best Print Ad:** \$100
- Best Non-Traditional Ad:** \$100
- 2 MVPs from each school along with Winning Team:** Trip to Erie for the day
 - Radio station tour
 - Free Lunch
 - Free day at a sporting complex