

## Previous Tampa Connection Team Projects

**Hillsborough County Parks, Recreation and Conservation Department, Athletics** - Class members working with Hillsborough County Parks, Recreation and Conservation Department will be creating and implementing a plan to educate and inform coaches, parents and children, whether athletes or not, about sports related injuries to include concussions.

**Make-A-Wish Central & Northern Florida** - The 5th Annual Tampa River Walk for Wishes, is in need of event planning to increase participation. The Blue Team will not be raising funds or seeking corporate support but will be creating a plan with implementation strategies in order to grow the event.

**Sweetwater Organic Community Farm** - Create a Marketing and Public Relations Campaign for their Educational Programs – specifically the Field Trip program to increase the number of children participating in the field trip program during the school year and the internship program.

**Wheels of Success, Inc.** - Develop a PR plan and marketing campaign to strengthen their basic marketing materials for the Build A Car program including creating a DVD/Public Service Announcement that summarizes the program and explains their target groups and create a media kit/packet to be used when approaching corporations and community groups.

**Voices for Children of Tampa Bay** - The goal of the project is to raise awareness of the Voices for Children program and the explicit need for qualified volunteers in order to offer support. The project has the potential to develop a plan to contact elected officials as well as the local community to generate awareness of the current need. This may include a viral campaign, media outreach and speaking engagements.

**Alpha House of Tampa Bay** – develop a Speakers' Bureau, help recruit a solid base of volunteer speakers with a unified message about the positive mission and goals of the organization.

**United Way of Tampa Bay** – develop a marketing campaign to reach employees of local businesses with information about the Prosperity Campaign – a program that provides free tax filing assistance to low and moderate income households in Hillsborough County.

**MacDonald Training Center** – help the center create a job fair for Adults with Disabilities and recruit companies to participate who might have future job openings.

**Faces of Courage** – Faces of Courage provides day outing and overnight camps for women, children and families touched by cancer. They are in the process of developing a special need camp called “Camp Sisu”. The purple team will be instrumental in developing a marketing and branding campaign for the new camp including website, logo, brochure and other marketing materials.

**Seniors in Service** – design the tools needed by the agency to begin a new program to recruit active and retired military personnel to mentor families of deployed military members. Team activities included making a video, rebranded the organization, named the program and created a brochure.

**Florida Holocaust Museum** – help re-brand the museum to a regional museum focusing on the Holocaust and including modern human rights violations and genocides.

**First Tee of Tampa Bay** - create a marketing and public relations plan to increase participation and attract donors.

**Tampa Bay Dragon Boat Races** – create a cultural outreach program to attract cultural connections in the Tampa Bay community for the 10<sup>th</sup> Annual World Dragon Boat Racing Championship taking place here in August 2011.

**Trinity Cafe** – plan, implement and produce a promotional DVD to attract donors and corporate support

**American Red Cross, Tampa Bay Chapter** – create an advertising and marketing campaign to introduce and promote Piper the Puppy program. Piper is a soft plush puppy given to children in need after they have suffered a disaster such as a house fire.