

Previous Tampa Connection Team Projects

OnBikes

The Blue Team assisted OnBikes with creating a “program in a box” to provide third parties with a step-by-step guide to reference in planning a fundraising event naming OnBikes as the beneficiary. The Blue Team’s “program in a box” will help organizations support OnBikes year-round and create more awareness of the importance of OnBikes’ mission.

Exalted Warrior

The Red Team helped Exalted Warrior on several fronts: (i) the creation of an adaptive yoga book, including a digital version, for veterans to cultivate a home yoga practice using the best practices already identified by the foundation; (ii) production of marketing materials for the new yoga book resulting in increased overall awareness of the foundation’s programs; and (iii) the creation of a platform to help Exalted Warrior increase its volunteer base, including the possible development of an advisory board.

Starting Right, Now (SRN)

The Green Team assisted Starting Right Now (SRN) in its creation of a 5-year strategic plan for its organization, including its social enterprise and growth plan. The team helped identify best practices to expand the program into new markets and created an online portal with material and communication strategies for infiltrating the new markets.

Stay in Step Recovery

The Orange Team assisted Stay in Step by enhancing its network through the creation of a digital media marketing campaign to reach key strategic partners, along with the creation of a business plan and road map for long-term sustainability.

Meals on Wheels

The Purple Team worked with Meals on Wheels to revise the Meals on Wheels of Tampa 5K and Fun Run into an annual, signature event. In addition to making the 5K a yearly event, the Purple Team assisted with marketing efforts to expand the footprint of the 5k for both attendees and community sponsors.

Hillsborough Education Foundation

The Blue Team worked with the Hillsborough Education Foundation this year and was tasked with creating new volunteer recruitment materials and developing a communication strategy using multiple media channels, potentially including a monthly newsletter.

David A Straz, Jr. Center for the Performing Arts

The Red Team created an informational and promotional video to enlighten and inspire others to learn more about the Straz Center’s educational initiatives.

Greater Brandon Community Foundation

The Green Team created a marketing plan for the Greater Brandon Community

Foundation. This included the creation of a promotional video that will be used to tell the story of the Foundation as well as a newsletter and marketing materials that outline the work of the Foundation.

MacDonald Training Center

The Orange Team developed a multi-level marketing campaign to reach potential candidates and employers for the MacDonald Training Center's new program, EXCEL (Excellence in Computer Education and Learning).

Hispanic Services Council

The Purple Team developed a business plan outlining a growth strategy for the Hispanic Services Council's immigration legal services program. The team was tasked with creating a business plan that would focus on growth and sustainability by expanding the capacity to service clients, increase visibility in the community, and diversify the HSC's funding sources.

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 10th Annual World Dragon Boat Racing Championship taking place here in August 2011.

Trinity Café

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.