



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” helps organizations support onbikes year-round and create more awareness of the importance of onbikes’ mission.

Exalted Warrior

The Red Team helped Exalted Warrior with the creation of an adaptive yoga book for veterans to cultivate a home yoga practice using the best practices already identified by the foundation. They also produced marketing materials for the new yoga book resulting in increased overall awareness of the foundation’s programs. The team also helped create 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 to create a new volunteer recruitment campaign including updating recruitment materials and developing a multi-channel recruitment communication strategy.

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 is used to tell the story of the Greater Brandon Community Foundation, a newsletter and marketing materials that outline the work of the Greater Brandon Community 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 created and implemented a plan to educate and inform coaches, parents and children (whether athletes or not) about sports related injuries including concussions.

Make-A-Wish Central & Northern Florida

The Blue Team supported the 5th Annual Tampa River Walk for Wishes with event planning focused on increased participation. The Blue Team supported Make-A-Wish with creating an implementation plan focused on strategies for event growth.

Sweetwater Organic Community Farm

Tampa Connection developed a Marketing and Public Relations Campaign for Sweetwater Organic's Educational Programs to increase the number of children participating in field trip programs during the school year as well as growth of the internship program.

Wheels of Success, Inc.

Tampa Connection developed a PR plan and marketing campaign to strengthen 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, as well as creation of a media kit/packet to be used when approaching corporations and community groups.

Voices for Children of Tampa Bay

The goal of Tampa Connection's project was to raise awareness of the Voices for Children program and the explicit need for qualified volunteers to offer support. The project developed a plan to contact elected officials, as well as the local community, to generate awareness of Voice for Children's needs with viral campaigns, media outreach and speaking engagements.

Alpha House of Tampa Bay

Tampa Connection worked with Alpha House to develop a Speakers' Bureau as well as 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

Class members developed 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

A Tampa Connection team helped the center create a job fair for Adults with Disabilities and helped recruit companies to participate in the fair with job openings.

Faces of Courage

Faces of Courage provides day outing and overnight camps for women, children and families touched by cancer. The purple team was instrumental in developing a marketing and branding campaign for the Camp Sisu including a website, logo, brochure and other marketing materials.

Seniors in Service

A Tampa Connection team designed the tools needed by the agency to begin a program to recruit active and retired military personnel to mentor families of deployed military members.

Florida Holocaust Museum

Tampa Connection helped to re-brand the museum as a regional museum that focuses on the Holocaust as well as modern human rights violations and genocides.

Trinity Café

Tampa Connection partnered with Trinity Café to plan, implement and produce a promotional DVD to attract donors and corporate support.

American Red Cross, Tampa Bay Chapter

Tampa Connection created 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.