



## Tampa Connection Past Project Samples

These sample past projects are just that – samples! We encourage nonprofit organizations to propose projects that are unique to their organization and designed to best impact their needs. With that in mind, here are a few questions for you to consider to help you develop an individualized project proposal:

- What opportunity would your organization like to grow, build, or develop, but you just haven't had the time or people to focus on the opportunity?
- Can you paint a picture so that others outside the organization understand the opportunity's impact on your organization?
- What steps are needed to implement the opportunity?
- Could any one of those steps (or any combination of steps) serve as a potential project for a Tampa Connection team to assist with developing or implementing?
- What would each step deliver to the overall function and/or attribute of the opportunity?
- What are any potential problems that might come up when attempting to complete each step or combination of steps? How would you address them?
- Can you articulate specific, measurable, achievable, and realistic goals for the project that can be met within the Tampa Connection class year timeline (September – May)?

Create a compelling case for your project proposal and apply!

### Recent Tampa Connection Projects:

#### **Champions for Children**

##### *Project Type: Volunteer Strategy*

The 2021-2022 Blue team helped Champions for Children design a sustainable volunteer strategy to recruit, engage, and recognize their supporters. They identified regularly occurring, mutually beneficial volunteer opportunities for individuals and groups.

*Project Goals: Create a robust volunteer strategy and identify opportunities for volunteerism that would meaningfully advance the mission of Champions for Children. Develop a plan for recruitment, engagement, and recognition of volunteers.*

*Project Success: The team set up a system for volunteer placement, data retention, and outreach. This will help the organization maximize its ability to recruit, retain, and recognize their strong community of supporters. They also created a marketing video to share with donors, volunteers, and the community.*

## **MORE HEALTH**

### *Project Type: Marketing and Implementation Plan*

The 2021-2022 Purple team was tasked with developing a marketing and implementation plan to help expand virtual health education programming regionally and nationally. The team also helped guide them in creating program collateral, including a marketing packet.

*Project Goals: Prioritize, identify, and seek out end users for the virtual program. Create a sustainable model for providing health education lessons to communities outside Hillsborough County.*

*Project Success: The team provided a marketing and implementation packet with several resources for the organization to use to reach their goals. These resources included templates for social media marketing and outreach, brand awareness guidelines, target partnership lists, and procedures for how to reach their goals.*

## **Exalted Warrior**

### *Project Type: Adaptive Yoga Book*

A 2018-2019 Tampa Connection 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.

*Project Goals: Develop a book with sample exercises for clients to complete from home.*

*Project Success: The team produced a home yoga practice book, as well as marketing materials which resulted in increased overall awareness of the foundation's programs. They also helped create a platform to help Exalted Warrior increase its volunteer base, including the possible development of an advisory board.*

## **Creative Clay**

### *Project Type: Social Enterprise Business Plan*

The 2016-2017 Red team was tasked with creating a business plan for the development of an "art thrift store". The project involved a feasibility study, identifying a store space, determining store structure, and providing a plan for opening and running the store.

*Project Goals: Determine if an art thrift store would be a feasible project to expand income; create a business plan for the store's ongoing success.*

*Project Success: The team helped the store get started and created a comprehensive business plan for future operations. "Creative Thrift" continues to be successful as part of Creative Clay's main space in St. Pete.*

## **Feeding America Tampa Bay**

### *Project Type: Marketing Video*

The 2015-2016 Red team was tasked with putting together a marketing video for Feeding Tampa Bay to use with their volunteers. Feeding Tampa Bay wanted to have a high quality 2-3 minute video they could play when training new volunteers.

*Project Goals: Create a promotional video for volunteers highlighting Feeding Tampa Bay's important work in the community.*

*Project Success: The team produced a high-quality marketing video that is still in use by Feeding Tampa Bay today.*

### **Children's Home Network**

*Project Type: Young Professionals Group*

A 2022-2023 Tampa Connection team was tasked with the formation of a Young Professionals Group for the Children's Home Network. The project involved researching best practices, determining structure, and coordinating recruitment for the group. The team was asked to create a definitive structure and goals for a 3-year period. The Young Professionals Group will then help network, fundraise, and engage with the nonprofit on an ongoing basis.

*Project Goals: Determine target demographics, annual projects for the group, and group structure; develop and execute recruitment plan for potential members.*

*Project Success: Project is active and will be completed in May 2023.*

### **OASIS Opportunities**

*Project Type: Analysis and Strategic Plan*

A 2022-2023 team project included the analysis of OASIS Opportunities' current distribution models to help them expand the number of students served each year. The project involved identifying the most effective and efficient ways for the organization to increase their impact over the next five years.

*Project Goals: Analyze OASIS' current distribution methods and develop a strategic plan to help them expand to serve 25,000 students per year.*

*Project Success: Project is active and will be completed in May 2023.*

### **Tampa Bay Wave**

*Project Type: Event Plan*

The 2022-2023 Green team is helping Tampa Bay Wave design and host meaningful celebrations for "Hall of Fame" startup recipients. The project involved identifying, celebrating, and publicizing Tampa Bay Wave success stories. The team was asked to plan, market, and host a distinct and unique celebratory event for successful startups.

*Project Goals: Design a well thought-out easily repeatable event and logistics process; identify the channels and connections for storytelling of the startup success stories.*

*Project Success: Project is active and will be completed in May 2023.*