

THIRD ANNUAL YOUTH BUSINESS SUMMIT

**BEST BOOTH
MARKETING
COMPETITION**

THIS YEAR'S THEME:

Reaching Out, Giving Back



SORRELL
College of Business
TROY UNIVERSITY



2019

Authors:

Lane Boyte-Eckis, Ph.D.
Richard S. Voss, Ph.D.



Sorrell College of Business
Troy University, Dothan Campus
500 University Dr.
Dothan, AL 36303

BEST BOOTH MARKETING COMPETITION

Reaching Out, Giving Back

Select a Charity of Your Choice, and Demonstrate How YOUR School Can Make an Impact!

Purpose

The purpose of the Best Booth Marketing Competition is to provide students an opportunity to be involved in the community through a service learning project and to learn the purpose of being socially responsible in business, while also helping students to:

- Communicate effectively through printed media
- Integrate creativity into solutions
- Understand how business dynamics affect the community
- Develop team-building competencies
- Show leadership by motivating and persuading others
- Set goals and follow through

Competition Overview

Each school can choose to compete in the Best Booth Marketing Competition, in which its 5-person team will design and build a booth for presentation at this year's Youth Business Summit. High-school students in all grades are eligible to represent their school in developing and displaying a booth at the Summit. The booth allows teams to highlight and market their ideas for a specified charitable organization. This event can involve your entire school in appropriate ways, but the 5-person team will be responsible for execution on event day. Schools may opt out of this competition, but we encourage you to send a team to compete.

Step 1: Choose Your Charity

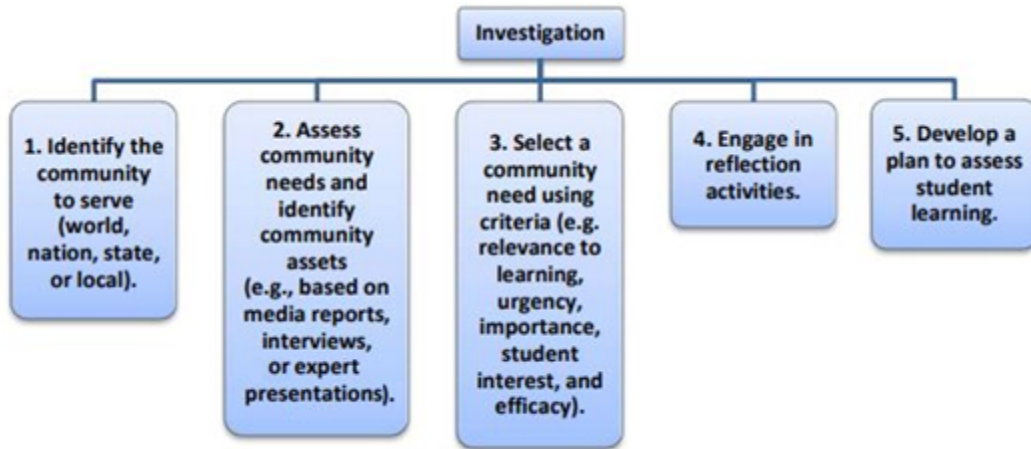
Your team may elect to focus on a local, regional, state, or international charitable organization. Your teachers and principal should approve the selection. Examples include:

1. Boys and Girls Club of Wiregrass
2. Charity: Water
3. Habitat for Humanity
4. Humane Society
5. Red Cross
6. Special Olympics
7. The Lunch Project
8. United Way
9. Wiregrass Area Food Bank
10. Yuda Bands

These examples are just a sample of the *many* charitable organizations in the Wiregrass, the state, and around the world. Be creative, and discover your passion. Your team may want to consider getting the entire school involved by polling students and asking them to vote on a charity to study and support. See Appendix A for links to helpful websites.

BEST BOOTH MARKETING COMPETITION

Still Can't Decide? Investigate and Research!



- The appendices list useful resources, show how one high school developed its own service learning project, and provide an example from the Sorrell College of Business.
- Choose an area to serve, identify the need, and reach out to the organization to discuss issues and how your school can assist. Some charities have an intense need for funding, others need help promoting their mission, while still others just need more volunteers.
- Develop a plan to address the needs of the charity. You can focus on one single issue or a combination.

Step 2: Create Your Booth

- A team of five students from each participating school will design and display a booth on a service learning project to help a selected charity (see schedule below).
- Booths should aim to grab the audience's attention to promote awareness while always maintaining good taste, class, and professionalism. Be creative!
- Booth content should uniquely reflect the charitable organization, its mission, and its vision. Your school's particular way of helping the charity should be clearly visible, whether you are reporting on work that you have already accomplished, work that you are currently undertaking, or work that you are planning for the future. Whatever the status of your plan (completed, in progress, or merely a thought in your mind), your booth must clearly display your ideas with a practical plan, which should include short-term, medium-term, and long-term goals. For example, if you chose to focus on the Wiregrass Humane Society, your plan might resemble this one:
 1. Short-term goal: Invite someone from the organization to speak to your class to talk about issues faced by the organization. Maybe the organization needs volunteers one Saturday a month to help with food drives.
 2. Medium-term goal: Develop an action plan to guide your school to help meet the organization's targets this year. Maybe your team can help the organization find students and teachers willing to assist with food drives.
 3. Long-term goal: Outline an agenda of activities for future years to strengthen the relationship between your school and the organization through periodic brainstorming sessions, workshops, and fundraising efforts.

BEST BOOTH MARKETING COMPETITION

Guidelines for Judging the Best Booth Marketing Competition

First Impressions	At first glance, how well does the booth grab the judges' attention and draw them to it?	(1 to 5 points)
Content	How well does the booth uniquely reflect the charity and its mission and vision?	(1 to 5 points)
Presentation	Is the booth's display professional in tone? Does the booth make efficient use of space and resources?	(1 to 5 points)
Problem Analysis	How effectively does the team articulate the reality of the problem and the suitability of the solution?	(1 to 5 points)
Research	How seriously has the team researched the problem identified by the charitable organization?	(1 to 5 points)
Plan of Action	Has the team presented an effective plan to address the problem? An effective plan will include strategies to increase public awareness of the charity's needs. Strategies may include web-based marketing, direct sales (telephone), direct email, door-to-door visits, social media, or a combination of these approaches.	(1 to 5 points)

Scoring Criteria

1	2	3	4	5
Falls clearly below expectations	Almost meets expectations	Meets expectations	Exceeds expectations	Defines the standard
—	—	—	—	—
Exhibits serious flaws	May exhibit moderate flaws	May exhibit minor flaws	May exhibit trivial flaws	Exhibits no notable flaws
—	—	—	—	—
May be missing an entire section	May be missing some elements	Missing no key elements	More than the minimum	Much more than the minimum
—	—	—	—	—
Poor execution	Fair execution	Good execution	Superior execution	Outstanding execution

BEST BOOTH MARKETING COMPETITION

Schedule for the Best Booth Marketing Competition

Date	Event
February	<p>Schools receive Youth Business Summit packets and register for the competition online.</p> <p>Each school forms a 5-person student team through whatever process it chooses (<i>e.g.</i>, by holding preliminary school competitions, selecting a team of outstanding students, or soliciting volunteers).</p> <p>Students begin selecting a charitable organization, crafting a plan, and working on a booth to represent the school. One booth per school.</p>
March-April	<p>Students continue crafting their plan and working on the booth that will represent their school.</p>
May 2, 2019 THURSDAY	<p>Event Day: Third Annual Youth Business Summit Troy University, Dothan Campus</p> <ul style="list-style-type: none">• 8:30 a.m. – Students check in at Troy University in Dothan.• 9:30 a.m. – Deadline for student teams to have their booths set up. The university will provide one six-foot display table for each school that enters the competition.• 1:10 p.m. – Awards Ceremony, announcing the winning team.

—APPENDIX A—
USEFUL RESOURCES

Sample List of Charities and Websites:

1. Boys and Girls Club of Wiregrass -- <http://www.bgcwiregrass.org>
2. Charity: Water -- <https://www.charitywater.org>
3. Habitat for Humanity -- <https://www.wiregrasshabitat.org>
4. Humane Society -- <http://www.wiregrasshumane.com>
5. Red Cross -- <https://www.redcross.org/local/alabama/about-us/locations/east-alabama.html>
6. Special Olympics -- <https://www.specialolympics.org/programs/united-states/alabama>
7. The Lunch Project -- <https://www.thelunchproject.org/summer-of-service>
8. United Way -- <https://www.uw.org>
9. Wiregrass Area Food Bank -- <http://wiregrassfoodbank.com/www>
10. Yuda Bands -- <https://www.yudabands.org/about>

The following resources can assist in your investigation phase, to decide what kinds of needs your community faces.

1. National Service Learning Clearinghouse (www.servicelearning.org). The Clearinghouse is a repository for books, research, tools, program descriptions, and many other ideas for planning and implementing your service learning project.
2. Kaye, C. B. (2004). *The complete guide to service learning: Proven, practical ways to engage students in civic responsibility, academic curriculum, and social action*. Minneapolis, MN: Free Spirit Publishing.
As a comprehensive guide to all aspects of planning and implementing service learning projects, this book provides background information about service learning, ideas for projects in a variety of areas (*e.g.*, the environment and social justice), and a range of youth literature appropriate for different grade levels and service learning projects.
3. Corporation for National and Community Service (CNCS), www.nationalservice.gov. As the primary agency responsible for federal initiatives to involve Americans of all ages in service learning and volunteerism, the CNCS administers Senior Corps, AmeriCorps, and Learn and Serve America for K-12 schools and institutions of higher education. Its website includes information for grant seekers and recipients, as well as a resource center with tools for designing service learning and community service programs.
4. National Service Learning Partnership (NSLP), www.servicelearningpartnership.org. As a network of teachers, administrators, students, and policymakers committed to expanding service learning nationwide, NSLP's website offers resources on planning, reflection, assessment, standards, student voice, funding, and other topics of interest for teachers at varying levels of expertise.

—APPENDIX B—
SERVICE LEARNING PROJECT, EXAMPLE 1
A High School in Philadelphia

Service Learning Project, Example 1: *How do schools determine a need?*

At a high school in Philadelphia, the community partner assisted the teacher in helping students develop a short community survey to ask middle-school students and community members to identify the top five problems facing their neighborhood and community. The students identified multiple problems and narrowed their interests down to two: (a) helping children who were in the foster care system due to abuse or neglect; and (b) helping young people avoid underage drinking. The community partner then arranged for guest speakers on the two topics. The guest speakers for the foster care system included an agency representative who worked to place foster children in supportive homes, along with someone who had been a foster child and now was a successful lawyer and child advocate. The guest speakers for underage drinking included a community agency representative who discussed the extent of the problem, along with a physician who discussed how drinking affects the brain and impairs driving ability. After the speakers had presented to the class, the students engaged in a dialog about what to do and what they could best do in the time that they had available during the school year. They decided to focus on foster children. The community partner helped the students brainstorm by reviewing a survey of foster children's needs. Other students conducted Internet research and interviews of children living in a homeless shelter. The students discovered that child welfare workers often had to rescue the children at night and remove them from harmful settings with only the clothes they were wearing, leaving them with little of their own clothing in their new setting. The students decided that the foster children needed to have their own things, so they developed a service project to collect used suitcases to give to the workers who rescued the children. In addition, they collected stuffed animals and storybooks and raised money to buy t-shirts and other clothing of various sizes.



—APPENDIX C—
SERVICE LEARNING PROJECT, EXAMPLE 2
The Sorrell College of Business

Service Learning Project, Example 2: *Feeding the Valley.*

In the summer of 2018, at our Riverfront Campus in Phenix City, Alabama, Troy University’s Sorrell College of Business had the opportunity to give back to the local area food bank—Feeding the Valley Food Bank of Columbus, Georgia. A current student who was an employee at the food bank presented staggering facts to the classroom on the high levels of childhood, adult, elderly, and veteran hunger that prevailed in the area. We decided to take action. What began as a classroom service learning project expanded to involve the entire Sorrell College of Business and many others at the university, to include faculty, staff, and students.

We learned that, during summer months, donations were at an all-time low, but the demand for food was high because children were out of school. In researching this issue, we analyzed the correlation between a healthy and nutritious diet and a person’s productivity. We found a direct connection between when a person can consume a healthy diet of proper foods and how that person performs at work or at school.

To elucidate the problem further, we invited the CEO of Feeding the Valley, Mr. Frank Sheppard, to present to our class. He graciously complied, and the event was very moving.

<https://bit.ly/2I4CI5i> (password: troy)

If you have time, please view the above video link (approximately one hour). See if it changes your perception on hunger in your local area. We want you to find your passion as a class and even as a school, to give back to your community.

To market the event and create awareness, after we had hosted this seminar by Mr. Sheppard, members of the Sorrell College of Business visited the Food Bank and assisted with packaging food items and similar tasks. We also held a marketing campaign on social media and via printed materials to encourage giving to this cause. The fact that \$1.00 can provide six meals was very enlightening to many. A single dollar can go far in battling hunger, which is a strong message that is worth repeating. With the strength of digital communication, we managed to pass this message along and encourage donations quite easily.

This single initiative, which started with one class at Troy University, resulted in the delivery of 8,434 additional meals to those in need through Feeding the Valley in the Summer of 2018. It is a strong testament to what a group of concerned community members can achieve when they work together. The goal of making a substantial impact is feasible without having to raise a large amount of money. Being socially responsible, such as by giving back to the community that supports us, is essential in the modern-day world of business and in succeeding as a future business leader.

Find your niche, be creative, and show the community that you care.

