

I. EXECUTIVE SUMMARY

BUSINESS OVERVIEW

Based in Vancouver, Canada, Arc'teryx is a high-performance outdoor clothing and equipment company founded in 1989. As one of the main competitors in the North American sports industry, the company's exceptional outdoor clothing and sporting equipment reflects its vision of manifesting disruptive and evolutionary innovation in its products.

PROBLEM

As a top-tiered brand, Arc'teryx often focuses on the quality of its products and largely neglects to make positive impacts on the community. As corporate social responsibility has become increasingly influential on the target market's purchasing decisions, Arc'teryx is suffering from the lack of attention given to its corporate social responsibility. This lack of agency regarding their past and current actions leaves customers dissatisfied, causing a notable loss of interest and sales in Arc'teryx products.

RESEARCH METHODS

A variety of research methods were used to provide a wide range of quantitative and qualitative data to organize findings and develop conclusions. Some of the research methods include:



FINDINGS AND CONCLUSIONS

It is evident that the importance of good corporate social responsibility has arisen in the past few years to the point it is a key influence in customer purchasing decision. By using Gore-Tex, a toxic material in its products, Arc'teryx has gone against their values of improving its global environmental footprint and leaving a positive impact on the community. The lack of transparency and agency regarding past mishaps, environmental concerns, philanthropic efforts, and current operations affects Arc'teryx socially and financially to this day.

FINDINGS	CONCLUSIONS
<ul style="list-style-type: none"> • Customers are discouraged from purchasing Arc'teryx's products due to their use of the toxic material Gore-Tex. • The company as a whole has little to no community engagement. • Consumers cite Arc'teryx's lack of transparency as a reason they doubt the company's integrity. 	<ul style="list-style-type: none"> • Arc'teryx has betrayed its own company values through its raw material use. • Many possible consumers disregard Arc'teryx as a choice due to its lackluster corporate accountability. • Improving Arc'teryx's corporate social responsibility leaves a positive impact on consumer relations and sales.



PROPOSED STRATEGIES AND TIMELINE

To improve the reputation that is currently upheld by Arc'teryx, a one-year holistic approach to company rehabilitation is proposed, titled *SOAR*. This project is centered around improving the company's environmental impact, philanthropic actions, and community engagement. The *SOAR* acronym represents:



SOAR is expected to begin execution and integration in May 2019 and is forecasted to conclude near the end of the year. A proposed timeline of the implementation of each segment of the proposed plan has been provided below.

Project	May 2019	June 2019	July 2019	Aug 2019	Sept 2019	Oct 2019	Nov 2019
Adoption of PolarTec fabrics	●						
Social Media and Influencers Campaign		●					
Bird Awareness Week Donations						●	
#soarwitharcteryx Movement		●					
Refurbishment and Donations				●			

PROPOSED BUDGET

The cost of the *SOAR* initiative is expected to cost \$895,000, consisting of both one-time and recurring annual expenses. The budget for the proposed plan is only 0.44% of Arc'teryx's current annual revenue of \$205,700,000 and is estimated to have a return on investment of 37.85% after just one year of the plan's implementation. In addition, a 4.8% increase in customers quarterly and an overall 14.1% increase in total revenue, or \$29,003,700, is to be expected by December 2020 due to the company's enhanced corporate social responsibility and image.

OUTCOMES

Through the implementation of the *SOAR* project, Arc'teryx will be able to drastically improve their corporate responsibility; various environmental and social initiatives will positively affect customer and public perceptions of the company. Ultimately, this will lead not only to increased revenue, but greater community involvement, public engagement, and consumer trust and satisfaction through Arc'teryx's reformed values and environmental activism.



I. Executive Summary

BUSINESS OVERVIEW: HSBC Holdings PLC is one of the largest banking and financial service organizations in the world, with the goal of becoming "the world's leading international bank." It was founded on March 3, 1865 by Sir Thomas Sutherland, a Scottish banker and politician. HSBC consists of over 250,000 employees and 38 million customers, and offers retail, commercial and global banking services. HSBC centers itself around cultural diversity, personal connections with customers, and dependability.

PROBLEM: HSBC is well established in the global community, carrying out global initiatives, but lacks the focus and impact of meaningful cause marketing. Many customers, especially in the United States are not aware of HSBC's current cause marketing as this strategy is not prioritized in United States' HSBC branches. Currently, HSBC's cause marketing appears to be throwing money at global causes without any meaning and connection behind it, which is needed for effective cause marketing. To generate positive perception, HSBC must **alter its social corporate responsibility strategies** and **target local communities** rather than focusing on the world at large.

RESEARCH METHODS: In my research, I sought to develop an understanding of HSBC's current corporate social responsibility strategies, understand the most effective methods of cause marketing, identify and improve upon competitors' promotional strategies, as well as gather the opinions of current HSBC customers through direct feedback. I used a variety of methodologies to collect our data, summarized below:



FINDINGS AND CONCLUSIONS: After extensive research, it can be seen that HSBC:

- ❖ Has a strong global presence, but lacks this same presence in each individual local community
- ❖ Lacks effective cause marketing: there is no significant cause that customers evidently support
- ❖ Lacks media coverage of any current cause marketing events and activities
- ❖ Should utilize both their clients and employees to contribute to the corporate social responsibility

I believe that these weaknesses can be resolved if my proposed strategic plan is implemented, as HSBC has the necessary resources.

OVERALL GOAL: To implement successful cause marketing strategies, clearly demonstrating HSBC's social corporate responsibility. With HSBC's increased involvement in HSBC's community, customers are more likely to bank with HSBC.

PROPOSED STRATEGIC PLAN:

- **Financial Literacy Program:** The implementation of this community program will reach out to a large number of the community who HSBC typically does not interact with. The rationale behind this program is: 1) many members of the community believe that education is one of the most important social causes to support and 2) **teaching financial literacy among high schoolers** would foster loyalty to HSBC among those students. This program will consist of partnerships with local high schools, as well as a virtual partnership with Khan Academy. This program will also start up the **HSBCares Scholarship program**, awarding at least \$50,000 to local high schoolers annually.
- **"Bridging the Gap" Community Event:** HSBC will host an **annual senior citizen community event** called "Bridging the Gap" on August 21st of every year (National Senior Citizen Day) in a local Santa Clara County center. This event will consist of the employees and the community spending time with senior citizens in senior centers: playing games with them or talking to them or teaching them how to use technology. This event involves both the community and HSBC's employees, and shows that we are committed to supporting a wide range of age groups.
- **Employee Community Service:** Employees are to be encouraged to **volunteer within the community**. This could be for HSBC's own initiatives, such as the financial literacy program or the senior citizen community event. They can also choose to volunteer for organization and causes of their own choosing. Each employee will be paid for two-days of volunteer leave per year.
- **#HSBCares Campaign:** This **social media campaign** seeks to highlight the culmination of the previous aspects of the strategic plan. Through the #HSBCares hashtag on social media, this campaign will aim to share HSBC's values to a wide audience. The campaign has three main aspects of HSBC Community Service Posts, a video campaign, and HSBC customer posts. This campaign plans to expand on HSBC's near non-existent social media presence, and acts as a easy way to gauge customer perception and metrics of the company.

PROPOSED METRICS:

The effectiveness of the plan will be measured through the following performance indicators by the end of year 3:

Increase in HSBC accounts → 20 % increase in savings and checkings accounts	Increase in social media presence → 800 likes on Facebook, 500 followers on Twitter and Instagram	Decreased annual churn rates averaging 15-20% and increased revenue overall	Increase in employee community service, with a target of 5000 hours annually in the Santa Clara district
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PROPOSED BUDGET:

The strategic plan will cost HSBC approximately \$747.7 thousand over a course of 3 years. This cost covers the enactment of the various aspects of the proposed strategic plan and timeline. Since each client deposits a different amount of money into the bank, the return on investment may vary widely; however, based on estimates from other banks in recent years, the overall anticipated **ROI is 71.14%**.

I. EXECUTIVE SUMMARY

“Consumers’ heartstrings are leading their purchase decisions and putting companies’ support of social issues at the top of their gift lists.” – Forbes

Client: Voyager Craft Coffee, commonly referred to as Voyager, serves coffee and pastries to the diverse target markets of the Santa Clara community in the heart of California’s Silicon Valley. Voyager’s specialty drinks are creatively crafted with globally-inspired flavors and sustainable coffee beans. The store’s managers and employees operate the store with a community-focused approach and aim to help the local community through cause marketing campaigns. Through its craft coffee recipes and exceptional customer service, this locally owned and operated coffee business **strives to fulfill its mission of bringing people together over quality coffee.**



Figure 1: Voyager Craft Coffee Store Interior

Cause Marketing Opportunities: In the past two years, Voyager has conducted numerous cause marketing campaigns, such as fundraisers for Northern California wildfires and book drives for the local community. Based on an analysis of Voyager’s five previous cause marketing campaigns, **Voyager’s cause marketing campaigns could benefit from increased customer participation through strategic planning.** Improved marketing of the campaigns both in-store and online can lead to stronger customer engagement, thereby improving the campaign’s efficacy. Improved strategic planning and research can ensure that partnerships with nonprofits and the causes they work toward are better aligned with Voyager’s mission, and most importantly, the interests of the customers.

Research Methodologies and Design: To assess the execution of Voyager’s past cause marketing campaigns and determine suitable causes for Voyager’s future cause marketing campaigns, I conducted both primary and secondary research using the **five main research methods** below.

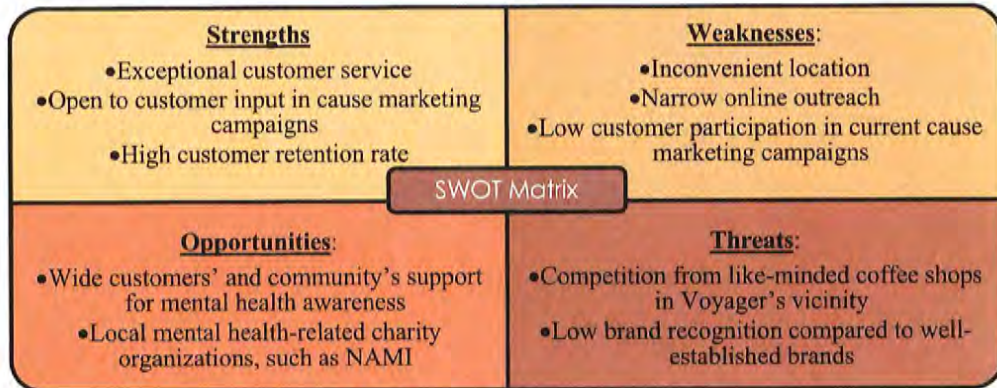
In-Store Interviews	External Interviews	Customer Surveys	Experience in Own Shoes	Secondary Research
<ul style="list-style-type: none"> • Store Manager Interview • Employee interview • Four customer interviews 	<ul style="list-style-type: none"> • Nonprofit organizations (NAMI and MHASF) interviews • Bitter + Sweet competitor interview • Caffeinated Letters interview 	<ul style="list-style-type: none"> • Voyager Craft Coffee Customer Survey • Work-life Balance Survey 	<ul style="list-style-type: none"> • Product tasting at Voyager Craft Coffee, Bitter + Sweet, and Chromatic Coffee 	<ul style="list-style-type: none"> • Business reference books • TED Talks • Engage for Good webinar • Online reviews • Analysis of campaigns from mentor brands

Research Objectives: The diagram below represents the four main research objectives of the plan:



Findings of Research Study: My research yielded five major findings: the importance of mental health and work-life balance, low level of customer participation in campaigns, weak online presence, Voyager’s community-friendly atmosphere and openness to customer input, and lack of in-store events.

To identify internal and external factors affecting Voyager’s cause marketing campaigns, a SWOT analysis was conducted as shown below:



Strategic Plan and Objectives: After summarizing all of the research findings into comprehensive conclusions, the following **three-year objectives** were devised to revitalize Voyager’s cause marketing campaigns.



Based on primary and secondary research, I determined that Voyager should implement a cause marketing campaign dedicated toward mental health awareness and promoting a healthy work-life balance, named the **Cup of Hope campaign**. To work directly toward the cause, Voyager should partner with the **National Alliance of Mental Health (NAMI)**, a charity that provides mental health resources to Santa Clara’s residents. NAMI is a well-known and impactful nonprofit organization that will create a direct impact with customers’ donations. **Operation CARE, as outlined below, is an action plan** for successfully executing the Cup of Hope cause marketing campaign.

Proposed Activities:

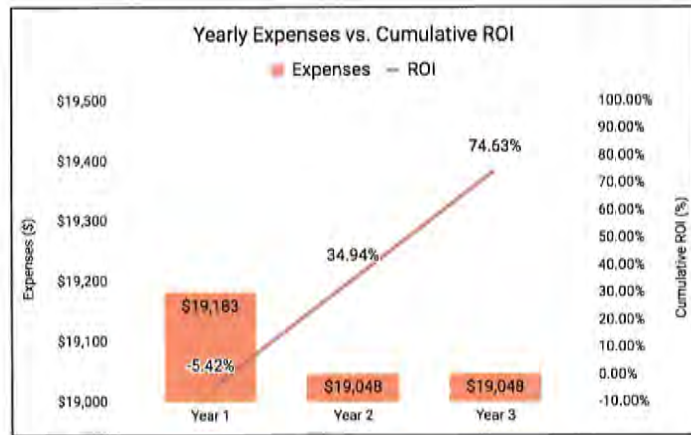


Proposed Budget: The three-year Cup of Hope campaign will commence August 1, 2019. Based on quantitative and qualitative analysis through a data-driven approach, the budget plan below was formulated:

Activity:	Budget Amount:	Launch Date:
“Voyager Relieve” menu	\$7,875 annual recurring	May 1, 2020
“Voyager Hope” customer loyalty	\$95 monthly recurring	September 1, 2019
Care Grams	\$220 monthly recurring	October 1, 2019
Digital marketing	\$135 upfront, \$305 monthly	September 1, 2019
Print advertising & QR codes	\$144 monthly recurring	September 1, 2019
Hosting at local events	\$445 annual recurring for NAMI walk, \$130 monthly for seminars	Walk: September 18, 2019 Seminars: October 6, 2019
Total Budget Amount (August 2019 – July 2022): \$57,279		

Total Costs and Return on Investment: The Cup of Hope campaign’s three-year plan will cost \$57,279 and will yield an anticipated return on investment of 74.63% for Voyager after three years. In addition, Voyager will raise \$41,600 to donate to NAMI over the course of three years.

	Costs	Returns	ROI
Year 1	\$19,183	\$(1,039)	(5.42%)
Year 2	\$19,048	\$6,656	34.94%
Year 3	\$19,048	\$14,216	74.63%



Key Metrics: To monitor the success of the Cup of Hope campaign, Voyager will apply both qualitative and quantitative metrics as shown in the table below:

Metrics	Purpose	Calculation	Benchmark
Engagement Rate	Measure the quality or efficiency of social media	Total number of engagements, (i.e. likes or comments) / Total number of followers	<ul style="list-style-type: none"> 20% increase in engagement rate within three years Track monthly
Donations	Measure the success of in-store fundraising for NAMI	Total amount of donations given to NAMI over three years	<ul style="list-style-type: none"> \$41,600 in three years Track quarterly
Customer Retention Rate	Measure customer loyalty and satisfaction	Total number of returning customers / Total number of all customers	<ul style="list-style-type: none"> 10% increase in three years Track weekly

Thank you for reviewing this analysis of Voyager’s corporate social responsibility and proposed strategic plan. I look forward to further discussing Voyager’s exciting future with the Cup of Hope Campaign.

I. EXECUTIVE SUMMARY

DESCRIPTION OF THE ORGANIZATION

The American Airlines Center is known as the premier sports and entertainment arena in Dallas, Texas. The AAC is a multi-use facility that is home to two professional sports teams, the Dallas Stars (NHL) and the Dallas Mavericks (NBA). The arena also hosts concerts and other large scale events. During basketball games, the AAC seats 21,000 people, and seats 18,540 during hockey games. The AAC was constructed in 1999 and opened in 2001, replacing Reunion Arena, the previous home of the Stars and Mavericks.



Description of Research Methodologies

Primary Research	American Airlines Center Plastic Use Survey <ul style="list-style-type: none"> • <i>Google Forms survey distributed online, 179 responses</i> 	
	Interview with Dave Brown <ul style="list-style-type: none"> • <i>American Airlines Center Chief Operating Officer and General Manager</i> 	
	Interview with Steve Letson <ul style="list-style-type: none"> • <i>American Airlines Center Vice President of Operations and Arena Development</i> 	
	Interview with Cedric Ceballos <ul style="list-style-type: none"> • <i>Fox Sports Southwest Analyst</i> 	
	Interview with Rolando Blackman <ul style="list-style-type: none"> • <i>Dallas Mavericks Vice President of Corporate Relations and Director of Basketball Development</i> 	
	Onsite Visit & Personal Tour <ul style="list-style-type: none"> • <i>Republic Services North Texas Recycling Complex and Arlington Landfill</i> 	
Secondary Research	Internet Research <ul style="list-style-type: none"> • <i>Corporate Social Responsibility and Cause Marketing</i> • <i>Environmental Impact of Plastic Straws</i> 	
	Official Press Release <ul style="list-style-type: none"> • <i>"Staples Center and Microsoft Theater Removing All Single Use Plastic Straws"</i> 	

CONCLUSIONS AND FINDINGS OF THE STUDY

- 1) The American Airlines Center can greatly reduce their ecological footprint for the environment as well as cut back on their marginal cost by phasing out single use plastic straws and replacing them with more environmentally friendly options.
- 2) Through our secondary research we found that people take environmental conservation to heart and would welcome a positive change.
- 3) After collecting and analyzing the data from our survey, we can conclude that people are starting to become aware of the environmental damage that plastic straws can cause.
- 4) Overall, our survey respondents would support an initiative to eliminate plastic straws, and would like to see the AAC offer cups with strawless lids, as well as reusable souvenir straws that support their favorite team.

PROPOSED STRATEGIC PLAN

Skip the Straw Cause Marketing Campaign

Objective 1	To increase awareness of the damaging impact that single-use plastic straws have on the environment
Objective 2	To eliminate 100% of plastic straws used at the AAC within one year of the introduction of the cause marketing campaign
Objective 3	To offer fans viable alternatives to plastic straws, as well as product offerings from environmentally focused organizations
Objective 4	To reduce the ecological footprint of the American Airlines Center, which will ultimately improve their overall brand image

Skip the Straw Activity 1: Online Fan Pledge

Start an online fan pledge to eliminate plastic straw usage and create a promotional video to be shown during Dallas Mavericks and Dallas Stars pregame activities.

Key Performance Indicators: Number of page views, sessions, and sign-ups

Skip the Straw Activity 2: Plastic Straw Phase Out

Implement a four-step process to phase out plastic straws at the American Airlines Center and replace them with strawless lids and other environmentally friendly options.

Key Performance Indicators: Straw purchasing patterns, fan feedback

Skip the Straw Activity 3: 4Ocean Partnership

Create a partnership with 4Ocean and offer a Dallas Stars/Dallas Mavericks product line of bracelets.

Key Performance Indicators: Number of bracelets sold, customer feedback

PROPOSED BUDGET

The total cost to launch our cause marketing campaign is \$128,891. This includes the costs associated with the “**Skip the Straw**” online pledge, strawless lids, souvenir straws, promotional pregame video, and the new product line of 4Ocean bracelets. The 4Ocean bracelets and souvenir straws will bring in an anticipated gross projected sales of \$240,000. The overall return on investment (ROI) for our campaign is 86.2%, proving it to be a valuable investment for the American Airlines Center. The profits raised through our cause marketing campaign will be distributed in two ways: 50% will be donated to the 4Ocean organization, and 50% will be invested back into our cause marketing campaign to further our efforts in eliminating single use plastic straws.



I. EXECUTIVE SUMMARY

<p><i>Clearing the Fog</i></p> <p>Campaign Objectives</p>	<p>End the harmless perception that surrounds vaping by providing education for the community.</p>	<p>Establish a firm district policy regarding the rules and regulations on vaping on Olentangy campuses</p>	<p>Work with community members and state legislators to push for Tobacco to 21 within the community</p>
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National Statistics

23% Increase in e-Cig usage among high school students from 2011-2018

Over 3,000,000 teens used an E-Cigarette in 2018

74% of high school students believe e-cigarettes have no impact on their health.

Olentangy High School Statistics

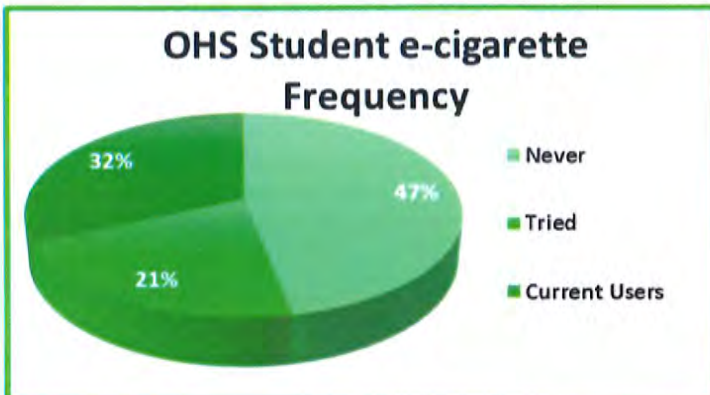
When tested against those of non-vaping students, the lungs of a student who vaped for one year had been aged... **10 YEARS**

53% of students surveyed have used an e-cigarette.

Students reported that they tried vaping because of **PRESSURE** from friends, just for **FUN**, and because they believed it was **HARMLESS**.

Methods of Research

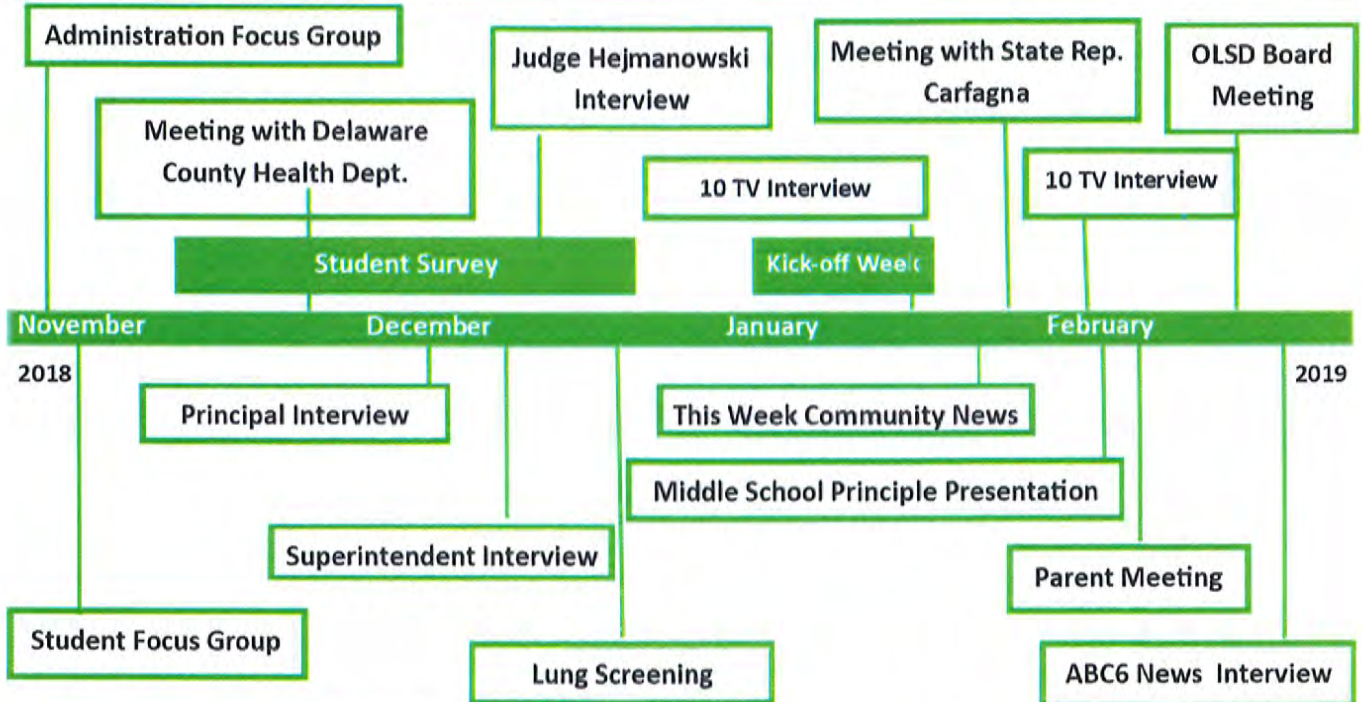
- ◇ Olentangy High School student survey
- ◇ Spirometry Test
- ◇ Student focus groups
- ◇ Administration focus group
- ◇ Personal interviews



"Vaping Is the biggest issue among students today."
-Principal Rob Griffiths

"Vaping is the biggest concern of parents in the district."
- Superintendent Mark Raiff

Campaign Timeline



Impact on Student Body

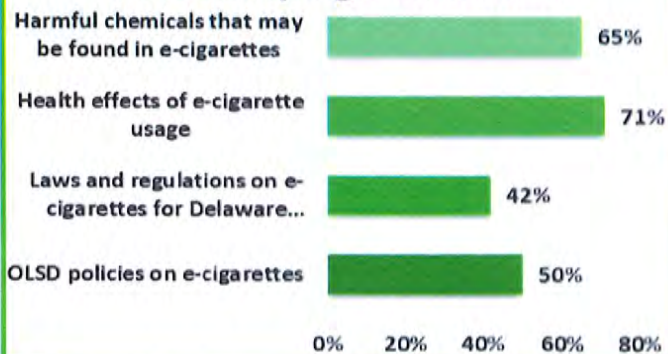
"[Clearing the Fog] has impacted my social decisions and changed my views on e-cigarettes."

- Anonymous student surveyed

"[Clearing the Fog has] seriously made me stop. I used to [vape] but seeing all of this info made me realize how bad [vaping] is for my body."

- Anonymous student surveyed

Post Campaign Education



Media Coverage

- ◆ WBNS 10 TV Interview
- ◆ The Columbus Dispatch ThisWeek Community News Interview
- ◆ ABC 6 News Interview

Outcomes

- ◆ Educated students on the dangers of e-cigarettes
- ◆ Provided parents with an outlet for information on e-cigarettes
- ◆ The issue was presented to state legislature
- ◆ New district policies were created
- ◆ Increased consequences for usage on campus were implemented

I. EXECUTIVE SUMMARY



85% OF STUDENTS SAY THEY HAVE BEEN TAUGHT VERY LITTLE OR PRACTICALLY NOTHING ABOUT ENTREPRENEURSHIP IN SCHOOL.

12% OF ENTREPRENEURS SAY FEAR IS WHAT KEPT THEM FROM MAKING THEIR FIRST SALE.

THE LEMONADE STAND INITIATIVE IS HERE TO CHANGE THESE STATISTICS.

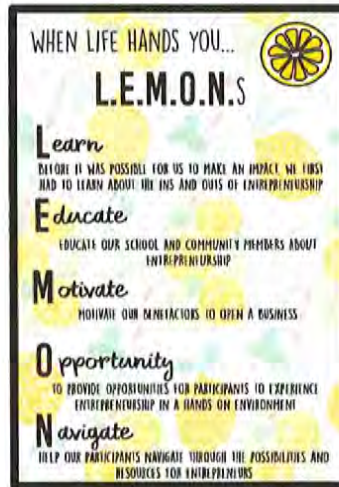
THE LEMONADE STAND INITIATIVE



PURPOSE

- To promote entrepreneurship in the Ashburn Community and beyond
- To inspire the Broad Run DECA chapter, school, and community to become entrepreneurs through lessons and hands-on exposure
- Show participants how they can "Ignite their Passion" through entrepreneurship
- To simplify entrepreneurship into a realistic career choice in a nostalgic way
- Support local entrepreneurs and causes

GOALS



TARGET MARKETS



TARGET MARKET IMPLEMENTATION

Elementary School Students:

- Presentations at local feeder elementary school during **Lemonade Week**
- Presentations at local after school program during **Lemonade Week**: Fitwize for Kids
- "**Lemonade Day**" Market Day

Middle School Students:

- Presentations at local feeder middle school during **Lemonade Week**
- "**Celebrating the Best Recipes**" Middle School Morning Announcement Debut
- Presentation to the Young Entrepreneurs Club at Farmwell Station

High School Students:

- "**Homemade Lemonade**" Prepare Global Entrepreneurship Week banners and display case to promote the week to Broad Run High School
- "**Sharing the Recipe**" Train DECA officers to thoroughly promote entrepreneurship
- Presentation to high school students to promote during **Lemonade Week**
- "**Learning from Life's Lemons**" Guest speaker, Ricky Jasper, founder of 4:13 Apparel
- **Supporting the Stands** Small Business Saturday Promotion

Women in Community Shelters:

- The *When Life Hands You lemons* Entrepreneurship Workshop

Ashburn Community:

- "**Sharing the Stand**" *The Lemonade Stand Initiative* BRHS DECA Social Media Takeover
- "**Taking a Stand**" Social Entrepreneurship Toys for Tots Drive

IMPACT AND EVALUATION

The Lemonade Stand Initiative was able to effectively promote entrepreneurship in the community through *direct education* and *unique promotions*. The initiative was also successful in achieving all L.E.M.O.N. Goals and teaching benefactors more about innovative and entrepreneurial skills.

SKILLS ACHIEVED

- Creativity and Innovation
- Leadership and Responsibility
- Productivity and Accountability
- Communication and Collaboration
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information and Media Literacy
- Social and Cross-cultural skills

PROMOTIONAL REACH:

4,543+ PEOPLE

I. EXECUTIVE SUMMARY

BUILDING LITERACY IS A NON-PROFIT ORGANIZATION THAT PROVIDES EDUCATIONAL RESOURCES TO SCHOOLS IN CAMBODIA



Overview of the project:
Valley Christian DECA decided to engage in a year long project to build a library in the Krang Skear Elementary School in Cambodia. We began by reaching out to our primary contact in Cambodia, Mr. Kann Kall, to conduct market research and compile school profiles in various regions of Cambodia. We then initiated fundraising and outreach initiatives with local corporations. From there, we began organizing committees and delegating responsibilities within Valley Christian High School. Finally, we were able to design, implement, and supply a brand new library for the Krang Skear Primary School.

**SCHOOL: VALLEY CHRISTIAN
HIGH SCHOOL
DECA CHAPTER: 150
MEMBERS
PROJECT MANAGERS: ABIDA
DIEP, AMBER LAO, AND
EVELYN TRAN**



BENEFITS TO CHAPTER MEMBERS



Development of 21st Century Skills



Involvement in Global Community



Promotion of Chapter Unity

LEADERSHIP

Under Building Literacy's 5 board members, there were 3 committees. Each committee was lead by a project manager and contained 5 chapter members.



Marketing
Lead: Abida Diep



Finance
Lead: Evelyn Tran



Operations
Lead: Amber Lao

OBJECTIVES

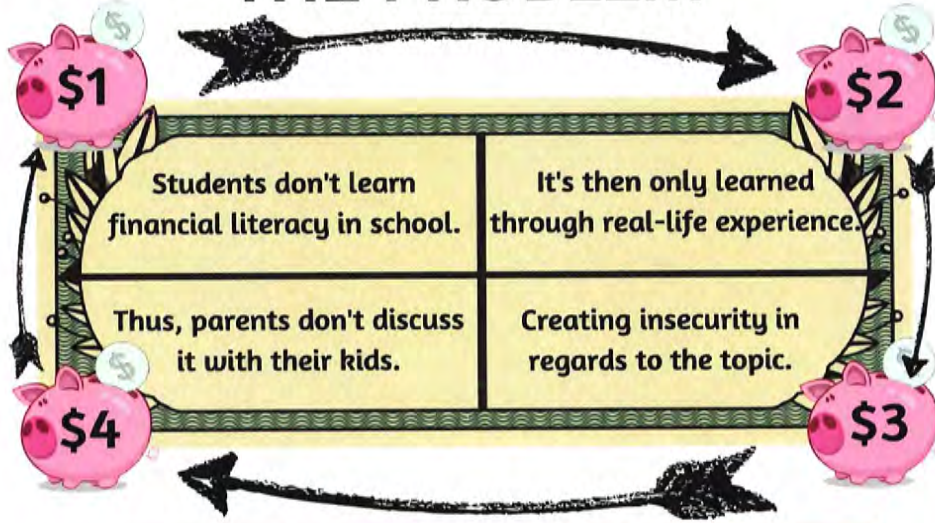
- 85% member participation for VC DECA
- Raise at least \$7,000 in funds for the construction of the library and continued maintenance.
- Equip library with furniture and books
- Teach DECA members how to run a non-profit organization
- Improve literacy rates in Krang Skear Primary Elementary School

RESULTS

- 87% member participation for VC DECA
- Raised \$7,578.95 from fundraising, donations, and sponsorships
- Built a new library equipped with top-of-the-line books and supplies for Krang Skear Primary Elementary School
- DECA members learned how to apply their business knowledge to a real world project

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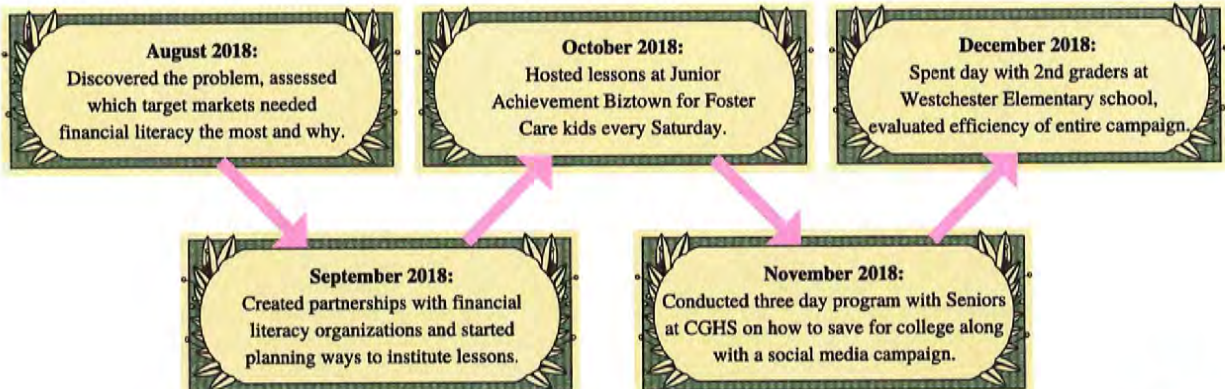
THE PROBLEM



THE SOLUTION

Coral Glades DECA developed a plan to enhance the financial literacy rates amongst students of our local community using a variety of outlets. By teaming up with national organizations such as Junior Achievement Biztown and Wells Fargo, Coral Glades DECA customized lesson plans and learning goals for each of our three target markets and then instituted them through activities. Target markets included: Foster Care children, High School Seniors, and Elementary School students.

TIMELINE



OBJECTIVES



Elementary School:
Identify either words or currency values and understand the importance of saving.



Foster Care:
Learn basic overview on central financial ideas while being able to budget for the future.



High School:
Learn how to finance and be fiscally responsible while in college.

ACTIVITIES



Elementary School:
MadLib style book, "What Can I Buy?" activity, and "The Money Game: Save or Spend."



Foster Care:
Four 1-hour long sessions on finlit basics, along with 1 full day role-play as a working adult.



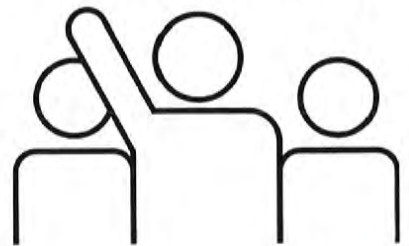
High School:
Socratic Seminar with Wells Fargo Bank Tellers on saving smartly before/in college.

EVALUATION

Elementary School:
76% increase in financial literacy rates after book and board game activity.

Foster Care:
66% increase in financial literacy rates after four 1-hour sessions and "role-play day."

High School:
598 Coral Glades High School students pledged to live a fiscally-fit life.



I. EXECUTIVE SUMMARY

The hit reality show *Survivor* as well as the love for helping others were the two inspirations in Brandon Nelson creating the **Live to Give** competition in 2015. As the third annual competition rolled around, Brandon enlisted the assistance of the Rogers DECA chapter to help plan and run the event. The partnership of the **Live to Give** competition and Rogers DECA will be continued for years to come.

Over three days, twenty-one contestants competed in a wide variety of challenges based on *Survivor* that tested their physical, mental and emotional abilities. Each competitor had to raise a minimum of \$500 for a charity of their choice prior to the competition. Half of the money the contestant raised was given directly to their charity of choice, and the remainder of the money was put into a “pool” that was then distributed based upon placement in the competition.

The Rogers DECA chapter assisted in marketing for the event, helping with any and all miscellaneous tasks, such as building the challenges and volunteering their time and energy during the three-day event itself.



ANALYSIS OF BUSINESS SITUATION

Both males and females, mainly within the age range of 18-35 were targeted. These individuals have residence in or around the Hanover, Rogers, and Elk River areas. The residence households fall within the middle-level income range. The main aspect of the targeted individuals that draws them to the **Live to Give** competition is their love for helping others and the show *Survivor*.



PLANNED ORGANIZATION

In order to run a successful competition, a strict timeline as well as designated tasks were set. The timeline was from September of 2017 to August of 2018. Within this time everything from getting competitors and sponsors to making the actual challenges took place. All tasks were designated to either Brandon Nelson, the Rogers Lions Club, Rogers DECA Leads, or Rogers DECA members.



PROJECTED BUDGET

When planning the **Live to Give** competition, a variety of essential purchases were made, totaling \$9,240. The expenses came from challenge supplies, tiki torches, print media, food, production and t-shirts. The entirety of the expenses was paid for by generous sponsors around the Rogers and Hanover area who in turn received advertising at the competition itself via a poster that was viewable upon entrance of the competition grounds at Hanover Hilltop.

CHALLENGES

As with every project, challenges were faced but handled quite well by all involved. The challenges paved way for opportunity to make the next years even better than the ones before.



LEARNING OUTCOMES

Through the planning and execution of the **Live to Give** competition, a variety of skills were developed and enhanced in both Rogers DECA leads and members. The learning outcomes are endless, but four main ones have been identified that derived, mainly from the planning of the **Live to Give** competition. These four learning outcomes are outlined below.



- Effective Marketing Strategies
- Business Communications
- Delegating Tasks
- Accountability

EARNING OUTCOMES

All proceeds raised by contestants were donated to charity. One half of the proceeds each contestant raised was given to the charity of his or her choice, and the remaining amount was put in a pool to be given to each contestant depending upon where they finished in the standings of the twenty-one contestants. A total of \$27,629 was raised and donated to a variety of charities, with \$7,515 of the pool going to the Minnesota Breast Cancer Coalition, as that was the charity the winner, Brain Harapat, was playing for.



RECOMMENDATIONS FOR IMPROVING THE PROJECT

Since the **Live to Give** competition is an annual event, recommendations for improving the project are extremely essential. Currently, it is in preparation for the 2019 **Live to Give** competition, and these three recommendations have been put into a centralized focus to make this year the best yet,



PLANS TO IMPROVE LEARNING AND EARNING

The main way in which the Rogers DECA chapter can directly benefit within the learning aspects of the **Live to Give** competition is to simply,

Get more members from the Rogers DECA Chapter involved

In order to raise even more money for charity in these next years, increasing the minimum fundraising requirement would be of great benefit. Currently, all competitors have surpassed the \$500 minimum, so raising it would be an easy way to improve the earning outcomes.



I. Executive Summary

Company overview: Vita means life in Latin and safeguarding lives epitomizes the core philosophy of our Canadian biomedical company. The company plans to accelerate the advent of biotechnology by providing innovative, affordable, effective, and accessible cardiac arrest prevention devices that feature autonomous alarm and treatment options.

Problems:

Preventable Deaths: Every 40 seconds, someone suffers from a heart attack--the number one killer in the world. Preventable heart attack induced cardiac arrest has a 6% survival rate.

Current Devices: The praxis of modern day devices are counterproductive. Many are cumbersome, too costly, and can often do more harm than good.

Soft Infrastructure: The health care system is not built to save everyone. The ratio of practitioners to citizens are alarmingly low and the Emergency Service System has its own fatal flaws.

Target Market:

Primary: Authorized distributors on Medical Devices Active License Listing (MDALL)

Secondary: Generation Y (45+)

Solutions:

Preventing Deaths: First aiders are immediately dispatched with the occurrence of silent attacks. The *Vita Chip* widens blood vessels, thins the blood, and marks the point of congestion when an attack occurs.

Vita in Practice: Utilizing the newest innovations in medicine, the *Vita Chip* is the first ever electronic device to be implantable through Coronary Angioplasty. The *Vita Band* will be the precursor to a future line of economic yet elegant noninvasive prevention devices.

Filling the Cracks of Healthcare: The Vita products bypass the Public Safety Answering Point (PSAP) system, directly assigning the nearest first aiders to the patient's current location as shown by the Global Navigation Satellite System (GNSS).

Finances:

The business will need a total investment of \$7.8 million. A loan of \$300,000 will be needed and will be repaid in four years with 8% interest rate.

I. EXECUTIVE SUMMARY



COMPANY OVERVIEW:

Fly-By is a navigational mobile application offered on smart devices that addresses a flaw in the Travel and Tourism Industry. Traveling through airports can cause confusion and be overwhelming, in part, and due to, poor and inconsistent signage. *Fly-By* is the remedy to that confusion, and was created to give control and confidence to airport travelers. Providing its users with personalized, visual navigation, that is consistent from airport to airport. *Fly-By*'s goal is to give travelers access to easy, stress free travel, so they are able to enjoy their trip sooner.

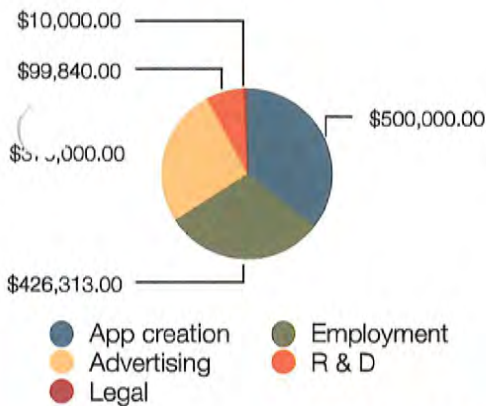
PROBLEMS

- ▶ **Unclear airport signs:** Typical airport signs lack consistent and logical direction, which create an overwhelming experience for travelers.
- ▶ **Language barriers:** Directions in airports are only provided in 2-3 languages and do not appeal to all international travelers.
- ▶ **Arrival and departure obstacles:** Airport parking lots are very large and overwhelming. Leaving at destination airports is unfamiliar.

SOLUTIONS

- ▶ **Easy to follow visual guide:** *Fly-By* guides travelers through any airport using simple and easy to follow visual cues.
- ▶ **Translation:** *Fly-By* is downloaded into the users language.
- ▶ **Parking & rental features:** *Fly-By*'s saved parking feature suggests and saves a users parking spot in the app. *Fly-By*'s rental features help travelers to leave at their destination quickly and easily.

COST STRUCTURE



Total start-up costs = **\$1,406,153**

CUSTOMER SEGMENTS

PRIMARY
Business travelers
12-14 trips per year
On tight schedules
Tech savvy
Income: \$70,000+

SECONDARY
Family vacationers
Mothers of families
3+ vacations per year
2 or more children
Income: \$100,000+

Market size = **196,381,600** travelers

KEY METRICS



CHANNELS



UNIQUE VALUE PROPOSITION

Eliminate the frustrations of flying by having a **personal handheld guide** to lead you through any confusing airport.

COMPETITIVE ADVANTAGE

Only application to specialize in airport guidance.

Simple and efficient navigation software will be obtaining a patent.

Offers a wide range of features never before available all in one application.

Fly-By's growth plan to stay on top of the travel and tourism industry for years to come.

FINANCIALS

Fly-By is seeking a \$1,300,000 investment for 15% equity. The investment will be going towards the total cost of starting up the company. *Fly-By* will be contributing a total of \$106,153 to complete start-up costs, presented in the cost structure above. *Fly-By*'s gross profit margins for year one will equate to 86%, with a total profit of \$1,567,439. The investment will run over the course of 3 years with an ROI at the end of the third year. Equity earnings from year 1 to year 3 are projected to increase 141%.

ROI

The investor can expect a final equity payment and return on investment at the end of the third year. Over the course of the first year, the investor will receive a total equity earning of \$276,602. At the end year 3, investors will be receiving a final equity payment and the return of their initial \$1,300,000. For a final ROI of \$39,528,899.



I. Executive Summary

An epic storm swept through our northern Michigan town of Glen Arbor in August of 2015, leaving some 3,000 downed trees in its wake. While crews hauled away profitable logs for resale lumber, what remained were damaged fences, docks, and farm structures considered scrap. An idea, to turn this seemingly useless wood into signs depicting places iconic to the Sleeping Bear Dunes National Lakeshore, began to grow. Michagain Signery was born.

Michagain participates in northern Michigan farmers' markets and art fairs throughout the summer. Our signs are unique in that no two pieces of wood are the same; they are salvaged from different structures and places, and they each have a story to tell. This is different from businesses that mass produce products with new wood made to look rustic in an overly saturated market. At Michagain, consumers are not only purchasing authenticity, but a piece of history.

Michagain's success has been proven with net income increasing more than threefold since inception three years ago. Because 100%

of our wood is sourced for free, Michagain's low overhead cost results in solid profit margins.

Additionally, our mobile style of sales allows us to cater to the location of the customer and their interests and geographic connections when designing our best-selling signs. This, in tandem with the personal interaction with customers, is a useful means of securing feedback while establishing long-term relationships. The decision to headquarter in Glen Arbor is supported by National Park Service figures which show a steady rise in the number of visitors to the area, year over year, following the 2011 "Good Morning America" selection as the most beautiful place in America. 2016 alone boasted 1,683,554 visitors to the Lakeshore, spending some \$183 million in nearby communities, which benefited Michagain sales.

As Michagain continues to address areas for improvement, they serve as a catalyst for growth. For example, while a mobile sales unit has its strengths and we will continue to reap its benefits, Michagain is working to establish a more permanent retail and online presence to reach audiences who cannot attend farmers' markets and art fairs restricted to specific dates and times.

1,225

SIGNS SOLD

\$42,841

GROSS SALES



We are nearing final negotiations with the owners of a blacksmith shop in downtown Glen Arbor to use it as a “pop-up” store this summer. Located directly across the street from Cherry Republic, which draws 3,000-4,000 visitors daily during the summer, this will be the ideal location to attract customers with discretionary income to spend. And while Michagain’s website presence is a great landing place to learn more about our company, its limitations have prompted a redesign to include an e-commerce platform for online sales which will launch later this summer.

Regarding product materials, we continue to source alternative options as storm wood supplies have long since been used; establishing friendships with market farmers who work off-season construction has proven to be a great current and future resource for wood. Finally, finding ways to streamline the labor intensive production process, without sacrificing the hand-

made appeal, is a work in progress with strides being made to hire and train employees to meet increased production demands.

Michagain is currently fielding many growth opportunities including offers to wholesale at local retailers, being represented at out-of-state gift trade shows, and invitations to attend additional art fairs and events in the greater Michigan region. While current cash equity is sound, to further grow and expand Michagain, I am seeking an investment of \$25,000 to move from my basement workshop to a larger production facility, purchase more tools and equipment, hire and train employees, and buy additional supplies for an expanded product line. This investment will allow Michagain to produce more signs and products in a streamlined manner to meet increased demand from the new retail presence, e-commerce offerings, and extra fair events slated as part of Michagain’s growth plan.

I. Executive Summary

COMPANY OVERVIEW

Totally redefining food pop culture and comfort food with its 100% plant-based menu, Veganburg is a burger joint with a full sensory experience. From seeing and feeling the raw industrial safari-themed interior design, smelling the aroma of your favorite comfort food, hearing the crackle of pan-grilled goodness, to tasting the perfect combination of our fiber-fueled vegan burger bun, farm fresh greens, GMO free patty, and gourmet sauce. We have fused the concept of a sustainable fast food and serving plant-based vegan burgers in San Francisco and Singapore that are nutritious and great in taste.



BUSINESS ENVIRONMENT

P	Governmental pressure for food outlets to serve healthier foods and consumers to be more aware of their diet
E	Economy moving into a recession phase with a large concentration of middle earners, minimum wage is increasing, and interest rates are at record low levels
S	Densely populated city centre with an increasing health conscious demographic as well as animal rights enthusiasts
T	Advancing technology makes online ordering easy via app and the use of social media and digital marketing more effective
E	Being an environmentally friendly business is making active contribution to the fight against global warming
L	Our business follows Ontario laws in respect to employee, health and safety, and consumer regulations

PRODUCTS AND SERVICES

Veganburg offers a wide variety of delicious plant-based meals including burgers, poutines, salads, drinks, and desserts. All the meals are created using organic ingredients. In addition to wholesome, nutritious meals, Veganburg also offers a catering service, online ordering, reservations, and delivery.



LOCATION

Downtown Toronto is the ideal location to start up a business of this kind as there is a dense population with a high concentration of people consistent with our target customer.

TARGET MARKET

Demographics	-Focus on 35 years of age and under -Incomes of \$40,000 or higher
Psychographics	-Care about the environment and sustainable lifestyles -Care about animal rights -Desire to live a healthier lifestyle

COMPETITION

Our main competition is going to be the top vegan restaurants of Toronto including the Urban Herbivore, the Grasshopper, and Hogtown Vegan. We stand out because we are the only franchise from these top three that offers a catering service, an online ordering option, and we also take reservations. Veganburg also has comparatively more delivery options.

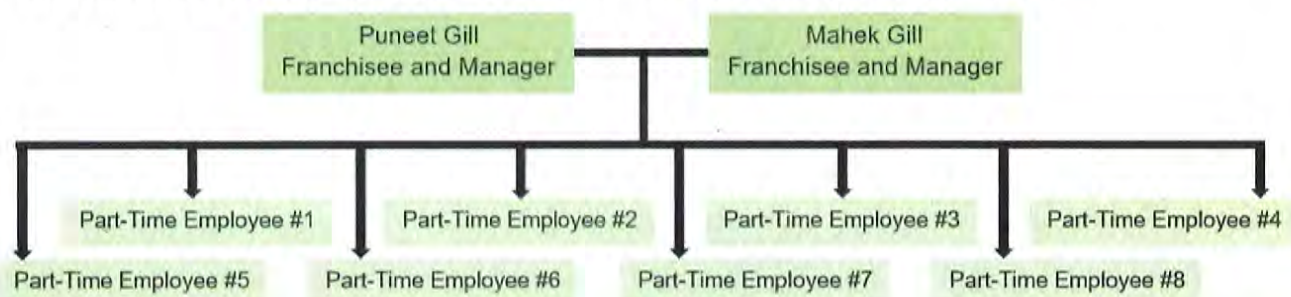


MARKETING

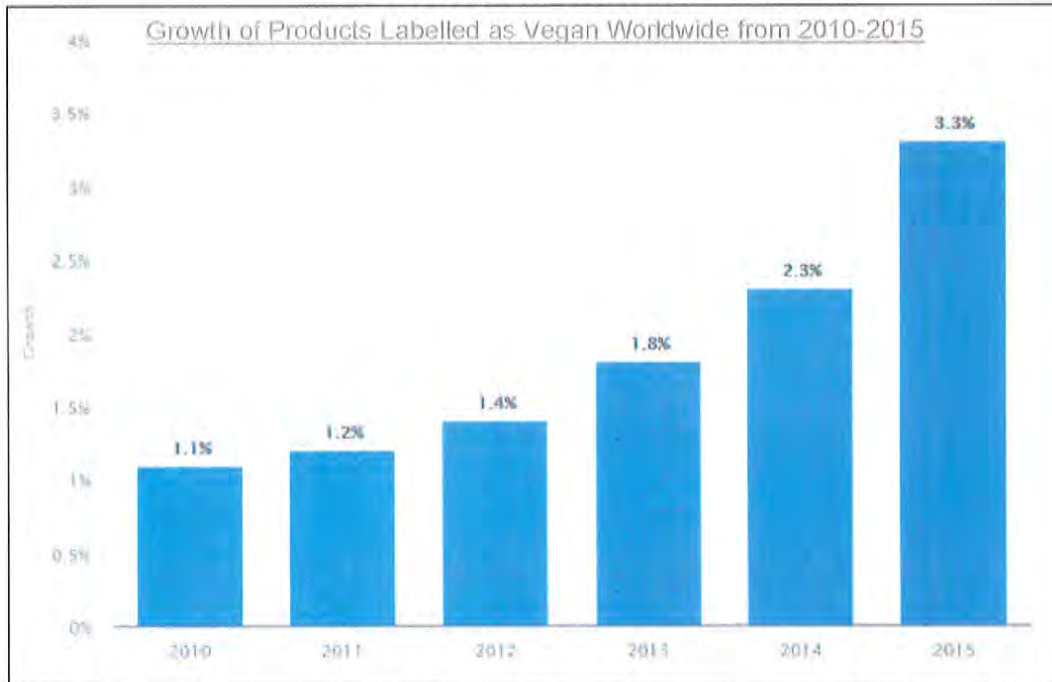
We will target our customers by making use of digital marketing techniques; Adwords and a social media campaign using targeted ads and post boosting will ensure that we are seen by our profiled customer. We will entice passing trade by having a representative out in front of the store with free samples. Seasonal promotions will keep us fresh and relevant to our existing patrons, and we will also raise our profile on a local level by supporting charities that align with our values.

MANAGEMENT

The management team at this new Veganburg location will consist of the two franchisees: Mahek Gill and Puneet Gill. In addition, eight part-time workers will be hired to help run the business. We will hire more staff as our business grows and prospers.



GROWTH POTENTIAL



Veganism is a growing trend that is rapidly gaining momentum. As city dwellers become increasingly conscious about the food they consume being not only healthy but ethical and sustainable, this current niche will become a cultural norm within the next few years.

BUSINESS RESOURCES

Human Resources	We will have two managers (franchisees Mahek Gill and Puneet Gill) and 8 part-time employees
Capital Resources	Furniture, grill, deep fryer, oven, plates, glasses, cutlery, stove, cash register, computer monitor, walk in cooler and freezer, and a cold table
Natural Resources	Organic ingredients including vegetables, speciality sauces, herbs, spices, and more

FINANCIAL INFORMATION

Personal Investment	A total of \$80,000 will be invested by franchisees Puneet Gill and Mahek Gill (\$40,000 each)
Loan Required	\$220,000 at an interest rate of approximately 8.5% that will be paid back over the course of 5 years. Loan payments will start in year 3

EXIT STRATEGY

At the end of Veganburg's 10-year franchise agreement, the franchisees will sell the franchise location to another capable owner. The franchise will have made a substantial amount of profit by then and will have a high market value. Veganburg will send a representative to interview and accept the new franchisee of Veganburg Toronto.



INTEGRATED MARKETING CAMPAIGN –EVENT

I. EXECUTIVE SUMMARY

DESCRIPTION OF THE EVENT, PRODUCT OR SERVICE

The minor league baseball team for the Boston Red Sox, the PawSox, is moving from Pawtucket, RI to Worcester, MA. Our 45-day marketing campaign “Embrace the Bear” will promote **Opening Day 2021** for the new team, the Worcester Red Sox. Opening Day will be the first home game for the team; it will be a community event on April 10 at Polar Park that will serve as the gateway to success in the new city.

CAMPAIGN OBJECTIVES

- Sell Out Opening Day
- Establish Fanbase/Create City Identity
- Increase Digital Brand Presence
- Successfully Market Opening Day to Worcester

CAMPAIGN TARGET MARKET

PRIMARY	Middle class parents, ages 30-50, seeking quality family time	SECONDARY	White-collar, educated, men/women, ages 18-35

CAMPAIGN ACTIVITIES AND SCHEDULE

- February 25- Social Media Campaign, Fun Fact Posts (#worcesterpedia), New Merchandise, Direct Mailing
- February 27- Polar Plunge
- March 2- Blog Launch
- March 13- Video Contest
- March 27- The Amazing Race, Daily Radio Ads
- April 3- Charity Softball Game
- April 10- Opening Day

BUDGET

Event	Expenses	Revenue
Social Media Campaign/Fun Fact Posts	\$10,500	****
New Merchandise Launch	\$20,000	\$35,000
Direct Mailing	\$7,760	****
Radio Ads	\$2,000	****
Polar Plunge	\$1,040	****
Blog Launch	\$0	****
Video Contest	\$0	****
Amazing Race	\$2,315	****
Charity Softball Game	\$1,800	****
Totals	\$45,415	\$35,000
Net Expense	\$10,415	

*Detailed breakdown of budget on page 8; budget appears in this layout due to the advice of Dr. Charles Steinberg, President of the PawSox

KEY METRICS

- Cost to Acquire a Customer-** *Estimated to be \$5.21 (derived by dividing the overall \$10,415 investment by the expected 2,000 fans that will attend Opening Day as the direct result of our marketing campaign)*
- Event Attendance-** *High event attendance creates more opportunities to convert leads into paying customers*
- Traffic, Social Sharing, Cost Per Lead-** *Online interaction with brand signifies strong fanbase; Cost per lead estimated to be \$2.33 (derived by dividing \$10,500 social media investment by total follower growth of 4,500 people)*
- Return on Investment (ROI)-** *Represents overall success*

STATEMENT OF BENEFITS

- 284% ROI from \$10,415 Investment**
(this ROI excludes the lasting effects of the campaign throughout 2021 season; accounts for Opening Day alone)
- \$29,585 Profit on Opening Day**
(based on the estimated \$20 profit from each of the 2,000 fans attending as the direct result of our marketing campaign; ticket sales and concessions create the profit)
- Creation of new fanbase in Worcester**
(this benefit is largely due the extent of our campaign which reaches between 20,000 to 30,000 Worcester residents)
- A drastic increase in brand awareness**

CONCLUSION

After garnering support from future key players within the Worcester Red Sox organization, such as PawSox President Dr. Charles Steinberg, we implore you to implement our marketing campaign. With an estimated ROI of 284%, the “Embrace the Bear” campaign will result in a successful Opening Day 2021.

I. Executive Summary

Description

The Sun, the Moon, and the Truth is a young adult contemporary romance novel by Kasie West. Kasie West has written 11 young adult novels that are currently on the market—six of which have been nominated for the Goodreads choice awards—and has one more coming out in mid-2019. In *The Sun, the Moon, and the Truth*, “a post from a fake celebrity social media account sets a single-minded swimmer on a hunt to find out the person’s true identity” (Source: “The Sun...”). The book is set to come out in February 2020 with preorders becoming available on August 9th.

Problem

The young adult literature market overall has been steadily growing for years. In fact, in the last five years it has grown 11.3% in revenue. However, the number of authors and published books are growing significantly faster due to the rise of self-publishing. Thus, the market is experiencing increased competition. To ensure success, it's vital that a lucrative marketing campaign be implemented to stimulate preorders. Preorders indicate interest, help encourage word of mouth, and validate the publisher's choice to publish the book, meaning they are extremely important in the industry.

Objectives

Share the Truth is a marketing campaign aimed to stimulate preorders for *The Sun, the Moon, and the Truth* as well as ensure success of future Kasie West publications. The specific objectives are as follows:

- 1 Obtain 1,500 preorders
- 2 Increase Kasie West Instagram, Twitter, Goodreads, and Facebook followers by 10%
- 3 Increase author brand awareness to generate interest for future books through search tool analysis

Target Market



Primary Market

- Demographics
- Women & girls ages 12-24
 - High school and college students

- Psychographics
- Enjoy reading for pleasure
 - Technologically savvy



Secondary Market

- Demographics
- Adults with children in the primary target market
 - Middle-upper income
 - College educated

- Psychographics
- Family oriented
 - Value reading

Campaign Activities

Digital Marketing → Search Engine Optimization, Google Ad Words, “Scan for the Truth” Quick Response (QR) Codes, Epic Reads Blog Advertising, BookTube (YouTube) Ambassadors, Instagram, Twitter, Facebook, Goodreads “Truth Time” Q & A

Sales Promotion & Charity/Business Partnerships → Preorder Gift Offer, Book Aid International & Little Free Library Charity Partnerships, Young Adult Books Central Affinity Marketing Partnership

Contests & Events → “Truly Beautiful” Fan Art Contest, SMT Barnes and Noble Book Tour

Schedule

This campaign, *Share the Truth*, will run from July 21 to August 31, 2019, six months before the book is released in February 2020. Preorders will become available on Friday, August 9th, which will also allow time to set up several of the campaign activities such mailing the advanced reader copies to the BookTube ambassadors and starting the fan art contest.

Budget & Key Metrics

Share the Truth requires a budget of \$10,600. Throughout the campaign, progress will be reviewed through web and sales analytics. The expected return on investment is 125%, and it will be achieved in part by generating a reach of 3,621,000 and a total of 7,651,000 impressions.

I. EXECUTIVE SUMMARY

DESCRIPTION OF THE EVENT, PRODUCT OR SERVICE

TOPSoccer (The Outreach Program for Soccer) is a community-based training program for aspiring athletes **with physical and/or intellectual disabilities** between the ages 4 and 19. The program is organized by youth soccer association volunteers that are committed to breaking down the barriers created in the youth athletics system. The focus of TOPSoccer is to modify the game of soccer to fit the needs of any child ensuring no child is ever turned away from the organization. TOPSoccer provides opportunities for learning, social development, and a chance to play soccer for those who normally would be unable. Our **"Heading to the Top"** campaign will raise awareness and increase participation, enabling TOPSoccer **to reach more disabled children in need.**

CAMPAIGN OBJECTIVES

Grow TOPSoccer enrollment by 10%

Expand volunteer community by 15%

Increase awareness in community by 25%

Create a **lasting impact** to establish unprecedented growth and awareness

CAMPAIGN TARGET MARKET

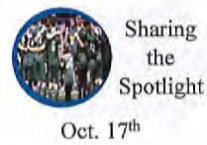
Primary

Parents, ages 30-50, of Children with Disabilities

Secondary

Potential Volunteers, ages 13-19

CAMPAIGN ACTIVITIES AND SCHEDULE



September 14th – October 28th

BUDGET

KEY METRICS

Activity	Cost
Social Media Campaign	\$1,000
15% Friday's	\$0
Bettering our Buddies	\$2,750
Outreach Seminar	\$2,000
Sharing the Spotlight	\$0
A Night at Gillette	\$1,250
Total	\$7,000

We have tracked the success of our campaign by analyzing...

Athlete & Volunteer Registration

Number of Impressions

Number of Followers on Social Media

CONCLUSION

As an advertiser for TOPSoccer, our team highly recommends that you implement our **"Heading to the Top"** integrated marketing campaign across the entire nationwide program. Our team is confident that this proposal will be a sound investment as all the objectives in the model campaign were exceeded (reference page 10), and the campaign design includes a **lasting impact** on all TOPSoccer programs across the nation.

I. EXECUTIVE SUMMARY



This cause marketing campaign partners Loves Travel Stops and Country Stores with the Wounded Warriors Project. The primary objectives are to increase the social perception of Love's while increasing its profits and generating \$6,000,000 for the Wounded Warriors project.



 **470+**
Locations

 **22,000**
Employees

 **\$19 Billion**
Total Revenue



Wounded Warrior Project is a charity and veterans service organization that offers a variety of programs, services and events for wounded veterans of the military actions following September 11, 2001.



Tom Love, Love's Founder and Ex-Marine, Supporting Troops

22% of Professional Truck Drivers are Veterans

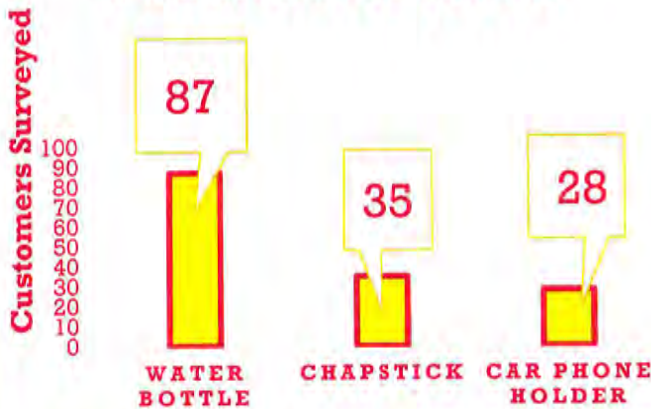
Research:

The following methods and resources were utilized to development the strategic plan for this initiative



Research Findings (results from surveys):

PROUDCT OPTIONS



ROUND UP FOR CHARITY



Proposed Strategic Plan:



Let's Round Up for Veterans

The first stage of the Love's Loves Veterans cause marketing campaign will be the concept of asking customers before they pay if they would like to round up to the nearest dollar amount to raise funds for the Wounded Warrior Project.

One Free Cup of Coffee for Veterans

In this stage of the Love's Loves Veterans cause marketing campaign, for a week period people that come into Love's Travel Stops and have proof that they are a veteran, will receive a free 16-ounce cup of coffee.

Veteran's Day 15% Percent of Totals Sales Donation

For this stage of the campaign, on Veteran's Day, Monday, November 11, 2019, Love's will take its total amount of the sales for the whole day across all Love's Travel Stops and donate 15% of it to the Wounded Warrior Project.

Environmentally Friendly "Love's Loves Veterans" Water Bottles

On July 1st, 2019, every Love's location will start selling Love's Loves Veterans signature cause water bottles. 75% of all profits made from the sale of these water bottles will be donated to the Wounded Warrior Project.

Spread the Love

During this part of the campaign we will have people post of Instagram pictures of what they love with the hashtag "#Love'sLovesVeterans". On July 4th, 2019, Love's will randomly choose a winner from the post and that person will win a free full gas tank every month.

Objectives:



Increase awareness for the Wounded Warriors Project and raise \$6,000,000.00.

Increase the amount of the target market that has a positive perception of the company's social responsibility by 30%.



Increase Love's profits by 15% for the last six months of 2019.

Timeline:

June 1st, 2019

- Start of Let's Round Up
- Start of Spread the Love

July 4th, 2019

- Winner Picked for Spread
- End of Spread the Love

September 1st, 2019

- End of Love's Water Bottles

November 12th, 2019

- End of Veteran's Day Sales Donation
- Check Presented to the Wounded Warriors Project

July 1st, 2019

- Start of One Free Cup of Coffee
- Start Loves Water Bottles
- End of Let's Round Up

July 8th, 2019

- End of One Free Cup of Coffee

November 11th, 2019

- Start of Veteran's Day Sales Donation

Budget:

Event	Cost to Run
Let's Round Up	\$47,000 – Marketing, Training, Software
One Free Cup of Coffee	\$105,000 -Coffee \$30,000 - Marketing
Veteran's Day 15% Totals Sales Donation	\$100,000 - Marketing
Love's Water Bottles	\$52,000 - Water Bottles \$25,000 - Marketing
Spread the Love	\$75,000 – Fuel \$25,000 - Marketing
Total	\$459,000