



NATIONAL PEDIATRIC CANCER FOUNDATION SOCIAL IMPACT LEADER OF TOMORROW CHALLENGE

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SOCIAL IMPACT LEADER OF TOMORROW CHALLENGE
Sponsored by National Pediatric Cancer Foundation



Demonstrate your creativity by producing the next big cause marketing idea for **the National Pediatric Cancer Foundation (NPCF)**. DECA chapters can participate with up to four-member teams to develop a creative and unique fundraising campaign with NPCF branding. The fundraising campaign must have an uplifting and hopeful theme with a social media component and video.

CHALLENGE OVERVIEW

- The event consists of 3 major parts: **fundraising campaign, social media component** and **video**.
- Each entry can be composed of **one to four DECA members**. Chapters may submit multiple entries.
- The participants must create a marketing plan using social media as a component focusing on creating awareness of pediatric cancer.
- The challenge must incorporate NPCF Branding.
- A cause marketing/fundraising activity must be executed as part of the marketing plan.
- The participants will present their plan to NPCF executives in a video that is a maximum of **four minutes** in length posted on YouTube.
- Videos over **four minutes** in length will not be evaluated and will not be eligible for awards.
- The participants must fully complete and submit the online registration form at deca.org/challenges no later than **February 7, 2022** to be eligible for awards. Late entries and entries over four minutes will not be accepted.
- NPCF will evaluate all submitted video presentations and select the top three overall teams. From the final three videos, an overall team will be selected.
- DECA Inc. and NPCF are not responsible for damaged, lost, mislabeled or misdirected entries.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Initiative and Self-direction
- Media Literacy

PRESENTATION GUIDELINES

Participants must present their marketing plan along with their execution of the fundraising campaign to NPCF executives in a video that is no longer than four minutes in length and posted to YouTube.

All videos must include the following components:

I. Overview of the Plan

- a. Description of the plan
- b. Visual presentation of the plan
- c. Explanation of the fundraising campaign

II. Target Audience

- a. Demographics and psychographics
- b. Picture or collage of target audience
- c. Motivation of target audience

III. Marketing Plan

- a. Distribution: explain how and where you will create awareness of pediatric cancer
- b. Promotion: create a message strategy using NPCF branding and describe how you will get the word out on pediatric cancer while creating awareness
- c. Create a social media advertisement with relevant graphics and content. Then describe/explain how and where you plan to launch it.

IV. Fundraising Campaign

- a. Present concept of campaign
- b. Sign up your fundraising campaign at www.nationalpcf.org/deca
- c. Execute your fundraising campaign – to include amount raised

**Extra points will be given based on amount raised*

V. Video Presentation

- a. Present as if speaking marketing executives
- b. Focus on key points to stay within the four minute requirement
- c. Be visually creative when presenting your marketing plan
- d. Consistent volume with audible voices

Optional:

NPCF Facts & Highlights that can be tied into the challenge:

- 43 kids per day are newly diagnosed with pediatric cancer.
- Pediatric cancer is the #1 cause of death by disease in children.
- Over 95% of children who survive cancer will have a major health issue (heart disease, autoimmune disorders, loss of sight/hearing/limbs, etc.) by the time they are 40.
- Of the billions spent annually by the government on cancer research, only 4% is for pediatric cancer specific research. #morethan4
- Dreams for the future. NPCF likes to focus on the pediatric cancer patients dream to encourage them that they will overcome their illness and achieve their dreams.



1 to 4
PARTICIPANTS



PRESENTATION
TIME



1 VIDEO
ENTRY



FUNDRAISING

PRESENTATION JUDGING

Judges will select the top three overall teams. From the final three an overall winner will be selected. The presentation by the grand winning team will be shown during the International Career Development Conference (ICDC) at the NPCF exhibit booth.

AWARDS

Extra incentive prizes and challenge points will be provided to teams who raise a minimum of \$43 (to honor the 43 children diagnosed with cancer each day in the US).

The top three teams will be recognized on stage during DECA's International Career Development (ICDC) in Atlanta, Georgia. Each team will receive a travel stipend (1st place \$2,000; 2nd and 3rd place \$1,000) to attend DECA's ICDC. Eligibility to attend DECA's ICDC is determined by the chartered association advisor based on their rules and regulations. Finalists should consult with their chartered association advisor for eligible guidelines and also gain approval from their chapter advisor to attend the conference.

TIMELINE

Challenge announced	September 2021 (Pediatric Cancer Month)
Challenge registration deadline/video posted deadline	February 7, 2022
Top 3 teams announced	February 21, 2022
Top 3 teams travels to ICDC (Atlanta, GA)	April 23-26, 2022



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PRESENTATION EVALUATION FORM

Name of School: _____ City: _____ State: _____

Team Member Names: _____

OVERVIEW OF THE PLAN			
1	2	3-4	5
The entry shows little innovation and research, is incomplete or needs major improvement.	The entry is missing some degree of innovation, research or competitive advantage in the market.	The entry expresses some innovative thinking, includes features and benefits, and adequate research as to opportunity and current voids and competitive advantage in the market.	The entry expresses strong innovative thinking, includes features and benefits, and encompasses extensive research as to opportunity, current voids and competitive advantage in the market.
TARGET AUDIENCE			
0-5	6	7-8	9-10
The content lacks clarity, elements required are missing, or chosen elements do not support the project guideline.	The information on the target customer lacks clarity; demographic and psychographic data is vague and misses visual execution. The market segment and opportunity is poorly researched, with sources not cited.	The information on the target customer is sufficient; demographic and psychographic data are documented both in writing and visual execution. The market segment and opportunity is adequately researched, backed by some competitive data, with sources cited.	The information on the target customer is thorough; demographic and psychographic data are clearly documented both in writing and visual execution. The market segment and opportunity is well-researched, backed by thorough competitive data, with sources cited.
MARKETING PLAN			
0-5	6-10	10-15	15-20
The promotion strategies need major improvement.	The promotion strategies lack an adequate message and are not consistent with the brand image. The selected media tools lack relevant promotional collateral for your target market.	The promotion strategies contain an adequate message that is consistent with the brand image. The selected media tools include relevant promotional collateral and communicate choices that would somewhat appeal to the target market.	The promotion strategies contain a compelling message that is consistent with the brand image. The selected media tools include relevant promotional collateral and communicate choices that would appeal to the target market.
FUNDRAISING CAMPAIGN			
0-2	3-6	7-8	9-10
The campaign lacks majors elements that includes no execution or money raised.	The outcome of the fundraising campaign did not meet expectations and lacked elements.	The outcome of the fundraising campaign meets expectations.	The outcome of the fundraising campaign exceeds expectations.
VIDEO			
0-1	2	3-4	5
Difficulty in communicating ideas. Challenge guidelines are not followed, components are missing, or preparation is not evident.	The video seems a little too long or short. The video lacks research of target audience, promotion, and distribution. Delivery lacks clarity and organization. The audio is inconsistent throughout the entire video and there is poor visual execution.	The video is four minutes or under in length. The video conveys adequate research of target audience, promotion, and distribution. Ideas are communicated with enthusiasm. Delivery lacks some clarity and organization. The audio is consistent throughout the entire video. Information is visually presented in a moderately creative manner, showing an understanding of the project guidelines.	The video is four minutes or under in length. The video conveys excellent research of target audience, promotion, and distribution. Ideas are communicated with enthusiasm. Delivery is clear and logically organized. The audio is consistent throughout the entire video. Information is presented in a creative manner, showing an understanding of the project guidelines.

Total Points = _____/50