



ChangeTheWorld - Ontario Youth Volunteer Challenge

National Volunteer Week - April 18 to 26, 2009

Earth Day – April 22, 2009

Social Marketing Plan Contest

All participating student volunteers of the *ChangeTheWorld – Ontario Youth Volunteer Challenge* are invited to take part in a social marketing plan contest.

As part of the follow-up process, students are encouraged to share why volunteering is so important by developing a social marketing plan that promotes the not-for-profit organization of their choice.



Teams should be comprised of two students. A template will be provided. Students are encouraged to be as creative as possible; however, a successful plan will include a measurement component where participating students are required to engage their peers to gather constructive feedback.

The objective is to be able to share their social marketing plan with their chosen not-for-profit organization and with fellow peers. All plans will be judged by a panel of marketing and media experts. The winning team will gain media exposure and will receive prizes, which include co-hosting a Volunteer TV/Radio show to promote volunteerism.

All entries can be submitted by email to Volunteer MBC at contest@volunteermbc.org or by mail to: **Volunteer MBC, 2601 Matheson Blvd. E., Unit #43, Mississauga, ON L4W 5A8**

The winning team will be contacted by phone. The winning plan will be posted and highlighted on the Volunteer MBC website as the contest winner. A media release will also be distributed.

All social marketing plans **must** be submitted no later than **Friday, May 29, 2009 by 12 noon**. Please remember to include your names, your school and grade(s), and your phone numbers.



Do you have any questions? Please contact:
Sharon Clark-Koufis, Marketing & Communications Manager
at 905.238.2622 ext. 21 or by email at sclark@volunteermbc.org