

Kelsey E. McGettigan

FBLA State Officer Project Outline

Name of project:

The Glass Slipper Project

Objectives I hope to meet with my project:

- 1) Choose a project that will involve all NH chapters of FBLA
- 2) Choose a project that will be manageable in terms of time and expense
- 3) Choose a project that has meaning to FBLA members
- 4) Choose a project that will benefit a worthy organization
- 5) Choose a project that local businesses will want to be a part of

Project Idea:

In the fairy tale, Cinderella, the poor hand maiden is granted a wish to attend a ball and that night changes her life forever. In modern times, the high school prom is the equivalent of Cinderella's ball—a night that teens dream of and remember fondly for years to come.

The Glass Slipper Project combines elements of Cinderella's Ball and the High School Prom and encourages teenagers who attend the prom to help grant a wish for someone else.

I propose to launch a statewide campaign where formal wear shops across the state will donate five percent of either the cost of a prom gown purchase or tuxedo rental from January 1, 2010 to May 1, 2010 to Make-A-Wish Foundation. Students must present a specific coupon to the merchant for their purchase to qualify for the five percent donation.

Rationale:

Hundreds of students throughout the state purchase prom gowns or rent tuxedos for their school's prom. The prom is a special event in the life of a high school student. It would be great to take that joy one step further and help the life of another teenager in the state whose life circumstances may not be as great as ours.

Strategies:

- 1) Contact as many prom, bridal and tuxedo shops as possible to invite them to participate in the promotion. (sample letter included)
- 2) Create brochures that can be sent to each chapter of FBLA announcing the program and listing the participating merchants. Ask the president of each FBLA chapter to provide copies of the brochure to members of their student body. (sample brochure and letter included)
- 3) In the brochure there will be a coupon that the students will present to the participating merchants. Once a purchase/rental has been completed, the merchant will keep the coupon which will list the total cost and the donation amount. On May 1, the merchants will total the donations and send to a check for the amount made out to the Make-A-Wish Foundation.
- 4) Create a website that will also list the participating merchants and have a copy of the coupon available for download. The website could also track donations as they are received. (I have a website in process, check it out! www.kelseymcgettigan.com)
- 5) Create press releases announcing the program and send them to all of the major newspapers in the state. (sample press release included)

Benefits to the merchants:

- 1) Advertising their place of business to hundreds of students across the state who might not even know the shop exists. Increase their visibility throughout the state.
- 2) The opportunity to make a tax deductible donation.

Charitable organization:

- 1) Make a Wish

How Does This Project Align with National FBLA Goals and Mission

*It is an innovative idea that will bring business and education together in a positive working relationship and will result in an outcome that will help others.

*It is an individual project that will contribute to the improvement of our community by granting a wish to an ailing child.

*It will need to be carefully marketed to businesses and consumers which will help me to develop competent and aggressive business leadership.

*As this project progresses I will gain confidence in myself and my ideas.

What Have I Done So Far?

I have sent an initial email to seven bridal shops asking if they might consider supporting this project. I have heard back from two who have expressed an interest in learning more as the plan develops. I have developed some sample marketing documents for the project.

What Will I Have To Do To Complete the Project?

I will need to continue to create an extensive list of shops that would be willing to participate. I will hold a drawing during the State Convention and ask people to submit the name of the shop where they purchased their prom gown, or rented their tuxedo. Once I know the project is a definite I will send letters to these bridal shops to find more participants for the project.

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www.kelseymcgettigan.com

SAMPLE LETTER TO FBLA CHAPTERS

Date

Chapter President

School

Address

City, State, Zip

Dear Fellow FBLA members,

I am very excited to begin this year's charitable society project! As you know, my project encourages local prom/bridal shops along with tuxedo stores to donate 5% of dress sales and tuxedo rentals to the Make-A-Wish foundation. I have included a brochure for you to hand out to your school and surrounding community! In the brochure it describes our project in more depth and also includes a list of shops where the coupon will be valid. Please also remind your members that they must present the coupon to a participating merchant to qualify for the donation. Thank you for all of your support!! Please feel free to contact me or anyone from your school to contact me with any questions, or comments.

Sincerely,

Kelsey McGettigan

Kelsey E. McGettigan

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www.kelsey mcgettigan.com

SAMPLE LETTER TO FORMAL ATTIRE SHOPS

Date

Shop Name

Shop Address

City, State, Zip

Dear Shop Owner,

My name is Kelsey McGettigan and I am a member of the New Hampshire Future Business Leaders of America. We are in the process of developing a fund raising campaign for the Make-A-Wish Foundation and we hope that you will be interested in joining forces with us.

As high school students, we thought it would be fun to come up with a project that involves prom. In the fairy tale, Cinderella, the poor hand maiden is granted a wish to attend a ball and that night changes her life forever. In modern times, the high school prom is the equivalent of Cinderella's ball--a night that teens dream of and remember fondly for years to come. *The Glass Slipper Project* combines elements of Cinderella's Ball and the High School Prom while encouraging teenagers who attend the prom to help grant a wish for someone else. Hundreds of students throughout the state purchase prom gowns or rent tuxedos for their school's prom. The prom is a special event in the life of a high school student. It would be great to take that joy one step further and help the life of another teenager in the state whose life circumstances may not be as great as ours. I propose to launch a statewide campaign where formal wear shops across the state will donate five percent of either the cost of a prom gown or tuxedo rental from January 1, 2010 to May 1, 2010 to the Make-A-Wish Foundation. Students must present a specific coupon to the merchant for their purchase to qualify for the five percent donation.

A list of the participating merchants would be distributed via brochures and a web site to all of the chapters of FBLA across the state. We have included a sample of the brochure for you to review. We also have a sample press release that would be sent to all of the major newspapers in the state. The students would have to bring in a copy of our "coupon" to verify to you that they are aware of the program. After the sale or rental is made, you would keep the coupon; list the price of the dress and the amount of the donation. After May 1, you would total these coupons and send a check made out to the Make-A-Wish foundation to the FBLA State Office. We will be responsible for making sure that the checks are delivered in a timely manner to the organization. The largest benefits to you would be the increased visibility of your business to students across the state, free advertising and a tax deductible donation!!

Please contact me at kmcgettigan474@gmail.com or by phone (603) 528-5170, or (603) 340-4356 if you would like to participate or if you would like more information.

I appreciate your time and look forward to hearing from you!!!

Sincerely,

Kelsey McGettigan
FBLA State Office Candidate

Hello,

My name is Kelsey McGettigan and I am a member of the Belmont High School's Chapter of Future Business Leaders of America. I am in the process of running for a state level officer in the organization. One of our projects in the application is to develop a fund raising campaign for the Make-A-Wish Foundation for example.

Since I am preparing for my junior prom, I thought it would be fun to come up with a project that combines prom with the Hundreds of students throughout the state purchase prom gowns or rent tuxedos for their school's prom. The prom is a special event in the life of a high school student. It would be great to take that joy one step further and help the life of another teenager in the state whose life circumstance may not be as great as ours. My idea is to create a campaign where bridal, prom and tuxedo shops would be willing to donate 5% of the purchase or rental of prom attire bought or rented from January 1, 2010 to May 1, 2010. A list of the participating merchants would be distributed via brochures and a web site to all of the chapters of FBLA across the state. I also plan to provide press releases to all of the major newspapers in the state. The students would have to bring in a copy of our "coupon" to verify to you that they are aware of the program. After the sale or rental is made, you would keep the coupon; list the price of the dress and the amount of the donation. After May 1, you would total these coupons and send a check, made out to the charity to the FBLA state office. We will be responsible for making sure that the checks are delivered in a timely manner to the organization. The largest benefit to you would be the increased visibility of your business to students across the state! Free advertising and a tax deductible donation!!

At this point in time, I am just trying to determine if merchants like you would consider participating in the program. It is not a firm commitment; I just need to know if I am on the right track with this idea. If I am elected, I will then be responsible for implementing the program and would contact you again in late spring.

I appreciate your time and look forward to hearing from you.

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SAMPLE PRESS RELEASE

The New Hampshire Future Business Leaders of America will be combining forces with local formalwear attire shops in a statewide fundraising effort for the Make-A-Wish Foundation,

The Glass Slipper Project combines elements of Cinderella's Ball and the High School Prom and encourages teenagers who attend the prom to help grant a wish for someone else. In the fairy tale, Cinderella, the poor hand maiden is granted a wish to attend a ball and that night changes her life forever. In modern times, the high school prom is the equivalent of Cinderella's ball—a night that teens dream of and remember fondly for years to come. Hundreds of students throughout the state purchase prom gowns or rent tuxedos for their school's prom. The prom is a special event in the life of a high school student. It would be great to take that joy one step further and help the life of another teenager in the state whose life circumstances may not be as great as ours.

NH FBLA members are in the process of creating a list of formal wear stores that would be willing to donate 5% of prom purchases and or rentals during the upcoming prom season to the Make- A-Wish Foundation. Students must present a specific coupon to the merchant for their purchase to qualify for the donation.

For more information about the project, visit www.kelseymcgettigan.com and click on the FBLA tab.

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