



LEAD THE WAY

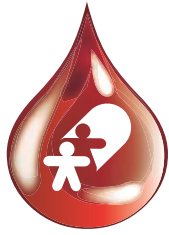
College Scholarship Program for High School Seniors



Community
Blood Center
Real Donors. Real Life Heroes.



VECTREN
Live Smart



**Community
Blood Center**
Real Donors. Real Life Heroes.

LEAD THE WAY Scholarship Application

Academic Year 2011-2012 Application Deadline: Postmarked by April 20, 2012

Complete all information requested on the application form. Incomplete or late applications will not be considered. For information contact: Cristina Pickle, cpickle@givingblood.org, (937) 461-3453.

Name _____ Home Address _____

Date _____

High School _____ Date of Birth _____

School Address _____ Date of Senior Awards Program _____

_____ Email _____

Home Telephone _____ High School Counselor _____

Date of H.S. Blood Drive(s) _____ Reference Contact _____

Date of Graduation _____ GPA (**4-point** scale) _____

Blood donations/donor recruitment activities _____

Name and address of the institution you are planning to attend:

Proof of enrollment will be required before an award check can be issued. The check will be made payable to the college/university where the student has officially enrolled.

List activities, awards, honors, special recognitions (earned at school, in the community, or employment.)
If necessary attach an additional page.

List your career objectives and goals

I hereby certify that all the information contained within, and attached to this application is, to my knowledge, accurate. I understand if awarded this scholarship, I will enroll in post-secondary classes at an accredited educational institution within six months of high school graduation. By entering the LEAD THE WAY Scholarship Program I agree to allow CBC complete use of my campaign for the purpose of donor recruitment, publicity or any other appropriate use.

Applicant Signature

Date



What is LEAD THE WAY?

LEAD THE WAY is a \$5,000 college scholarship program sponsored by Community Blood Center (CBC) and energy delivery provider Vectren Corporation. It is open to all graduating high school seniors in CBC's 15-country service area who are college bound and whose high school hosts a CBC blood drive during the 2011-12 academic year.

CBC's mission through the LEAD THE WAY scholarship program is to support our region's young adults who will be our blood resource leaders of tomorrow. Applicants are asked to imagine themselves as the leader of their school's blood drive and are challenged to create a winning Donor Recruitment Campaign. Completed application and blood drive marketing campaign should be sent to CBC and must be postmarked by April 20, 2012. Five winners will be announced in May 2012 and each will receive a \$1,000 scholarship.

Who is Eligible?

- You must be a high school senior in the 2011-12 academic year.
- **You are not required to be a blood donor.**
- You must be a U.S. citizen or legal permanent resident.
- Your high school must sponsor at least one CBC blood drive during the school year.
- You must have a cumulative grade point average of 2.5 or higher. Your application must be accompanied by an official copy of your high school transcript, including your senior year fall semester grades.
- You must submit a letter of recommendation from your school blood drive faculty organizer, a teacher, or your school principal.

A Winning Blood Drive Campaign Should Include:

- A 300-to-500 word description of the campaign.
- At least three support materials which can include an educational video, poster, t-shirt design, brochure or other creative work.
- A central theme that will creatively communicate why giving blood is important and what students should do prior to the drive to ensure a successful donation.
- At least four references to valid research and/or statistical data supporting the need and value of blood donations.
- For more information contact Cristina Pickle - CBC Education Specialist, (937) 461-3453 - cpickle@givingblood.org
- Applications are available online at www.givingblood.org

Selection Process

CBC and Vectren select a committee to choose the scholarship winners. The awarding of scholarships is not influenced by sex, race, creed, national origin or sexual orientation of the applicant. Committee members will consider all aspects of the application, including the blood drive campaign, official transcript, activities, career goals, recommendation letter and support of blood donations. All scholarship recipients will be notified in May, 2012. CBC/CTS employees and their family members are not eligible to participate.

Completed Application Must Be Postmarked No Later Than April 20, 2012

Must Include:

1. Completed application form.
2. 300-to-500 word essay detailing the campaign theme, research data, and use of three support materials.
3. One letter of recommendation from blood drive chairperson, teacher or principal.
4. Official high school transcript.

Send to: Community Blood Center

Attn: Education Specialist
LEAD THE WAY Scholarship Program
 349 S. Main Street
 Dayton, OH 45402

Funding for the LEAD THE WAY Scholarship Program is provided by Vectren Corporation.



Donor Recruitment Campaign: As a blood drive chairperson your goal is to encourage fellow students to donate blood and/or volunteer at your high school blood drive. You are to create a marketing campaign using at least three support materials.

Student's Name		School:									
Scoring Value	10	9	8	7	6	5	4	3	2	1	
Campaign Theme	Applicant creates an original, accurate and powerful campaign theme that would effectively motivate students to donate blood. The applicant creates a slogan and develops the theme throughout the campaign.				Applicant creates an accurate campaign theme. Applicant does not create a slogan and does not develop the theme.			Applicant creates a campaign theme. Applicant does not create a slogan and does not develop the theme.		Applicant does not create a campaign theme. Applicant only provides information about the drive.	
Score											
Support Materials					Applicant creates at least three original, well-designed, visually appealing support materials for the campaign.			Applicant creates at least two original, well-designed, visually appealing support materials for the campaign.		Applicant creates at least one original, well-designed, visually appealing support material for the campaign.	
Score											
Description Essay					Applicant composes a well-written essay clearly outlining and describing the campaign. Applicant explains in detail the intended effectiveness of the campaign theme and uses at least four pieces of research and/or statistical data to support the intended effectiveness of the campaign theme. Applicant explains the use of support materials. The essay is logical, sentences are well-constructed, and contains no factual, spelling or grammatical errors.			Applicant composes an above-average essay outlining and describing the campaign. Applicant uses at least three pieces of research and/or statistical data to support the campaign. Applicant explains the use of support materials. Most sentences are well-constructed. There are very few spelling or grammatical errors.		Applicant composes an average essay outlining and describing the campaign and support materials. Applicant makes an incomplete effort to revise and refine the essay. The number of spelling and grammatical errors is marginally acceptable.	
Score											
Research & Statistical Support					Applicant utilizes at least four references to valid research and/or statistical data supporting the need and value of blood donations. These references may appear in the campaign theme, support materials and/or campaign description essay.			Applicant utilizes at least three references to valid research and/or statistical data supporting the need and value of blood donations. These references may appear in the campaign theme, support materials and/or campaign description essay.		Applicant utilizes fewer than two references to valid research and/or statistical data supporting the need and value of blood donations in campaign theme, support materials or essay.	
Score											
Special Consideration	5	4	3	2	1						
	Applicant provides accurate description of volunteer work over an extended time period at CBC branches, community blood drives and/or high school blood drives.										
Score											
Total Score					(out of) 29						

The "Keeping the Beat" high school theme came from a winning scholarship campaign.



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