

**Spring 2011 Competition  
First Team Challenge  
February 14<sup>th</sup> through February 18<sup>th</sup>**

***First Team Challenge***

**Write a Team bio and create a team logo**

**Create a Solicitation letter**

**Strategize with your team to create a solid plan for identifying, soliciting and procuring auction item donations**

**Strategize with your team to create a marketing plan for promoting your online benefit auction once it goes live**

**Strategize with your team to identify ways to acquire sponsorships**

**Post messages on Facebook asking “FB Friends” to help volunteer with this Corporate Volunteer Challenge by donating an item**

**Develop the Online Auction website content**

**Develop a press release about your involvement in this Challenge. Utilize media relationship highlighting your Team’s involvement and your goals.**

**Attend the Auction Forum on Wednesday, February 16<sup>th</sup>**

*The Corporate  
Volunteer Challenge*

