

Student Video Contest

WHAT

A contest to produce a creative, 2 to 3 minute video of students, teachers, and/or parents at your school recruiting for, promoting, and/or participating in the school blood drive. Approved videos will be posted on the Blood Bank's website at www.delmarvablood.org. The top three videos will be chosen at the end of the school year. (Judging and prizes are described below.)

PURPOSE

This is a fun and interactive way for students to encourage others in their school to give blood at their school blood drive. It should highlight the imaginative ways they recruit for and promote their blood drives and help spread a positive message about the need for blood. This video can be funny or serious. Use your imagination!

CONTENT

Videos may include, but are not limited to:

- Ways to recruit donors (students and staff) for the blood drive
- How you promote your blood drive
- Inspirational stories of why blood is needed
- Personal stories from students/staff who have needed blood
- Scenes from your actual blood drive

JUDGING CRITERIA

Blood Bank staff will judge the creativity, appropriateness, and quality of the video, and the effectiveness of your message.

PRIZES

Cash prizes will be given to the first, second, and third place schools

- First place- \$500
- Second place- \$300
- Third place- \$200

NEED EDITING HELP?

Many students may be able to edit their videos through their school media department. If not, there are many other free editing websites that can help. Log on to www.delmarvablood.org and click on "Young Blood" for the links.

PROCESS

- Email an electronic file of your video to lbacon@bbd.org or mail a DVD to Lauren Bacon, 100 Hygeia Drive, Newark, DE 19713.
- Approved videos will be posted on the Blood Bank's website at www.delmarvablood.org under the "Young Blood" section.
- Each school that submits a video will be featured in "Blood Drop"—the school program's E-newsletter.
- All approved videos will be considered for prizes, which will be awarded at the 2009 Awards Luncheons.

DEADLINE

Deadline for submissions is May 31, 2009.

PLEASE NOTE

- Submitted videos may also be used in Blood Bank commercials and/or shown at school assemblies and other Blood Bank functions.
- Videos will become the property of Blood Bank of Delmarva.
- Students are urged to seek a faculty advisor for this project and must secure any necessary permissions from persons appearing in the videos, or as may be required by their school or school district.