



You have it in you. LEAD THE WAY

Lead the Way is a \$5,000 creative scholarship program sponsored by Community Blood Center and Vectren to support and encourage young adults who will be our blood resource leaders of tomorrow.

CBC and Vectren will award \$1,000 in college tuition assistance to five graduating, college-bound seniors whose high school hosts a CBC blood drive.



Before you can LEAD... FOLLOW these directions:

- **IMAGINE** yourself a leader of your high school blood drive.
- Think of an original, effective **THEME** for your blood drive.
- **STATE** the theme with an appealing, clever and concise campaign **SLOGAN**.
- **EXPLAIN** the theme in a short statement that answers the question "Why do you believe your theme will encourage and inspire your classmates to donate blood?" (*The answer should be brief and concise, explainable in two or three paragraphs, approximately 200 words*).
- **EXPRESS** the theme in an original, artistic and creative fashion. You may choose conventional marketing/recruitment tools (t-shirt, poster, brochures or video) or experiment with new concepts. Ingenuity is encouraged! The expression **MUST BE USEFUL** in promoting awareness of a high school blood drive and encouraging participation.
- **SUBMIT** your entire application packet by the **April 20, 2015** deadline.

To be eligible to apply:

1. You must be a high school senior in the 2014-2015 academic year.
2. You must have a cumulative grade point average of 2.5 or higher.
3. You must submit a letter of recommendation from your school blood drive faculty coordinator, a teacher or your school principal.

NOTE: You are **NOT** required to be a blood donor.

Your application packet must include:

1. Your completed application form. (List of accomplishments may be submitted in a separate document.
2. An official copy of your high school transcript, including your senior year fall semester grades.
3. Your letter of recommendation.
4. Your campaign slogan.
5. A short explanation of your campaign theme and why it will be effective.
6. The artistic expression of the theme. (Drawings and other renderings can be by hand or computer generated. Videos should be submitted on DVD).

Selection Process:

- CBC and Vectren select committees to judge all entries and choose the scholarship winners.
- Scholarship winners will be notified in May, 2015.
- CBC/CTS employees and their families are not eligible to participate.



Community
Blood Center
Real Donors. Real Life Heroes.

LEAD THE WAY

Creative Scholarship Application

Academic Year 2014-2015 Application Deadline: **Postmarked by April 20, 2015**

Complete application form and submit all requested materials. Incomplete or late applications will not be considered. For information contact: Cristina Pickle at BloodEducation@GivingBlood.org or (937) 461-3453.

Name _____ Date of Birth _____

Home Address _____ Home Phone _____

_____ Cell Phone _____

Email Address _____

High School _____ High School Counselor _____

High School Address _____ Counselor Phone _____

_____ Counselor Email _____

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

Date of High School Blood Drive(s) _____

List activities, awards, honors and special recognitions earned in school, community or employment:
(May be submitted as a separate document)

Name and address of the college or university you plan to attend:

(Proof of enrollment will be required before a scholarship check is issued. The scholarship check will be made payable to the college/university where the student is enrolled).

Describe what you anticipate to be your main course of study in college and your career objectives:

I hereby certify that all the information contained within and attached to this application is, to my knowledge, accurate. I understand that if I am chosen to be a Lead The Way scholarship recipient I must enroll in post-secondary classes at an accredited educational institution within six months of my high school graduation in order for the award to be paid to that institution. By submitting an application to the Lead The Way Creative Scholarship Program I agree to allow CBC complete use of my campaign for the purpose of donor recruitment, education, publicity or any other appropriate use.

Applicant Signature

Date