



2016 FORD HBCU COMMUNITY CHALLENGE | PROGRAM TOOL KIT

CHALLENGE | PROGRAM TOOL KIT

#FORDHBCU



TABLE OF CONTENTS



Go Further

Press Release	1
About FORD MOTOR COMPANY	2
THE CHALLENGE.....	3
The Tool Kit.....	4
In Recent Years.....	5
Public Relations Check List.....	6
Campus Influencer Outreach	7
Media Outreach.....	8
Sample Emails.....	9 - 10
Social Media Tips & Post.....	11 - 12
Sample Charites.....	13
Image Library.....	14 - 15
FAQs.....	16 - 18

Ford Fund Launches 2016 HBCU Community Challenge, Seeks Student Teams for Sustainability Grant Competition

- Ford has again joined forces with the Tom Joyner Morning Show and Rickey Smiley Morning Show for the Historically Black Colleges and Universities Community Challenge
- Top three student teams will be awarded \$75,000 in scholarships, grants and implementation funds for their unique projects
- Students at Historically Black Colleges and Universities are encouraged to submit online proposals centered on the theme, Building Sustainable Communities, Aug. 15 through Oct. 9

DEARBORN, Mich., Aug. 15, 2016 – Ford Motor Company and Ford Motor Company Fund are searching for students enrolled at Historically Black Colleges and Universities to compete in the 2016 Ford Historically Black Colleges and Universities Community Challenge. Now in its fourth year, the program has awarded more than \$200,000 in scholarships and grants to student teams.

Based on the theme, Building Sustainable Communities, the program encourages students to develop innovative proposals to combat issues facing their communities. Each proposal should creatively address a pressing need that focuses on at least one of these areas – mobility, alternative energy, sustainability and water, and systematic approaches to finding a solution to a community need. Student and university scholarships will be awarded to winning teams; each finalist team will be awarded a grant to implement its innovative work.

“Ford Historically Black Colleges and Universities Community Challenge has allowed us to make an impact not just on education, but also on schools and, most importantly, the communities that foster these students,” says Raj Register, manager, Ford multicultural communications. “I’m excited to see the forward thinking this year’s submissions will bring.”

Teams will be selected to present their proposals in November to a panel of judges at Ford World Headquarters, including radio personality Tom Joyner and Ford executives.

Alabama A&M University, Clark Atlanta University and North Carolina A&T State University were the top three finalists in last year’s challenge. Clark Atlanta University’s innovative lawn irrigation system that wirelessly tracks weather forecasts and soil moisture to water only when needed earned the team first place. Interested undergraduate students attending Historically Black Colleges and Universities can learn more about the competition and submit their proposals by visiting www.blackamericaweb.com/hbcuchallenge, Aug. 15 through Oct. 9.

Ford Historically Black Colleges and Universities Community Challenge is conducted in partnership with the Tom Joyner and Rickey Smiley morning shows. Supporters of Historically Black Colleges and Universities will be able to vote online for their favorite proposal, Oct. 27 through Nov. 10.

“Ford Fund is proud to support the creativity, community focus and teamwork of these future leaders,” says Pamela Alexander, director, Ford Motor Company Fund. “Students who participate are helping improve the quality of life in our communities to bring about a better world.” Be sure to join the program’s social conversation by following [#FordHBCU](https://twitter.com/FordHBCU).

###

Contacts: Juanita Davis 313.615.3338 juanita.davis@uwgny.com

LaKara Person 313.615.3360 lakara.person@uwgdet.com



ABOUT FORD MOTOR COMPANY

Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 201,000 employees and 67 plants worldwide, the company's core business includes designing, manufacturing, marketing, financing and servicing a full line of Ford cars, trucks, SUVs and electric vehicles, as well as Lincoln luxury vehicles.

At the same time, Ford is aggressively pursuing emerging opportunities through Ford Smart Mobility, to grow to be a leader in connectivity, mobility, autonomous vehicles, the customer experience, data and analytics. For more information regarding Ford and its products worldwide or Ford Motor Credit Company, visit www.corporate.ford.com.

ABOUT FORD MOTOR COMPANY AND COMMUNITY SERVICES

Ford Motor Company Fund and Community Services works with community and global partners to advance driving safety, education and community life. Ford Motor Company Fund has operated for more than 65 years with ongoing funding from Ford Motor Company. Ford Driving Skills for Life is free, interactive, hands-on safety training focused on skill development and driving techniques, while addressing inexperience, distractions and impaired driving. Innovation in education is encouraged through Ford Blue Oval Scholars, Ford Driving Dreams, Ford Next Generation Learning and other innovative programs that enhance high school learning and provide college scholarships and university grants. The Ford Volunteer Corps enlists more than 30,000 Ford employees and retirees each year to work on local projects that strengthen their communities and improve people's lives in more than 40 countries around the world. For more information, visit <http://community.ford.com>.



Go Further

THE CHALLENGE

The Challenge is a Request for Proposals (“Proposal”) addressing the theme of **“Building Sustainable Communities.”** The Proposal should take an innovative, fresh approach in defining what building a sustainable community means to one’s local community and should incorporate an outline of a potential project aimed at meeting this goal (“the Project”). The Proposal should not be restricted specifically to environmental issues; rather, “sustainable community” refers to all elements of a healthy, livable community which can thrive in a global economy encompassing a wide range of issues, including education, safety and mobility. To be eligible, the Proposal must be consistent with a charitable purpose as described in Section 501(c)(3) and should demonstrate a partnership with a community-based organization classified as a public charity under Section 509(a)(1) or (2) of the Internal Revenue Code. These purposes include, but are not limited to, combating community deterioration and juvenile delinquency; lessening neighborhood tensions; reducing unemployment and underemployment; engaging in related activities in relief of the poor, the distressed or the underprivileged; or any other charitable purposes. Interested undergraduate students can learn more about the competition and submit their proposals by visiting www.blackamericaweb.com/hbcuchallenge [{See Rules}](#)



THE TOOL KIT

Thank you for your interest in the **FORD Historically Black Colleges and Universities Community Challenge (HBCUs)** program!

The **Ford HBCU Community Challenge** program was developed as an engaging way to help educational and charitable organizations earn scholarships and funds to support their efforts cause of sustainability in their community. This program is an extension of one of the Ford Fund's signature educational programs conducted in partnership with the "**Tom Joyner**" and "**Rickey Smiley Morning Shows**," to encourage HBCU students to design community projects that address pressing local needs. They are reaching out to students attending Historically Black Colleges and Universities for an opportunity to change their lives and the lives of others. **Up to \$75,000 in scholarships**, university and community grants will be awarded for the first-place student team and its project. This unique opportunity will likely serve as a gateway for a relationship-building opportunity in which your institution can broaden its role as a prominent community leader and steward for global change.

While paid advertisements in local newspapers or on local radio stations may alert students of this program, in this case, your institution of higher learning can best influence those in your network such as students, professors and departmental administrators to promote and distribute this key information. Securing campus involvement and participation does require a bit of public relations (PR) savvy. Like always using our hashtag **#FORDHBCU** across all social media to ensure you are part of the conversation. This toolkit is designed to serve as your ultimate guide. Please use the tips, basic tools and examples to help assist you in your efforts to “spread the word”. **Deadline: OCTOBER 9, 2016**



Go Further

IN RECENT YEARS

2013 WINNERS



- Huston-Tillotson University
- <https://media.ford.com/content/fordmedia-mobile/fna/us/en/news/2013/12/10/huston-tillotson-university-students-win-ford-hbcu-community-cha.html>

2014 WINNERS



- Spelman College
- <https://media.ford.com/content/fordmedia/fna/us/en/news/2014/12/15/ford-awards-spelman-college-students--75-000-as-winners-of-secon.html>

2015 WINNERS



- Clark Atlanta University
- <https://media.ford.com/content/fordmedia/fna/us/en/news/2015/12/14/clark-atlanta-university-students-awarded--75-000-as-winners-of-.html>

PR CHECKLIST

- Review and share the **FORD HBCU Community Challenge** planning guide with your school administration and all departmental points of contact.
 - The guide will provide you with a good list of overall “Best Practices” that will help guarantee your success.
 - It is *highly* recommended that you distribute this information virally in conjunction with another event.
 - For consistent messaging on campus and all social media platforms use the hashtag **#FORDHBCU**
 - **Encourage your students to use the hashtag #FORDHBCU to stay engaged online.**
 - This will ensure the students hear of this opportunity and provide interested teams with a boost of energy.
- Share the details of the Ford HBCU Community Challenge with your campus influencers (Administration/Professors). *Please refer to the **Campus Influencer Outreach** section on **page 7** for pointers and a sample email).*
- Customize the university press release or media advisory template and distribute to university newspaper, radio, television or digital (online news sites and blogs) outlets. Please refer to the **Media Outreach** section on **page 8** for pointers and press materials).
- Begin promoting your excitement through your social media outlets. Please refer to the **Social Media Tips** section on **page 11**.
 - Include information about your campus sustainability programs to bring about knowledge of your own initiatives.

CAMPUS INFLUENCER OUTREACH (CIO)

CIO Description

- The **Campus Influencers** are individuals whose opinions carry weight among the student body (i.e. administrators, department heads, professors)

Message Point

- The **HBCU Community Challenge** is a great opportunity to help support the leaders of tomorrow. It is also a platform to create community awareness using social media and the **#FORDHBCU**.

THE WHY?

- Reaching out to these influencers will be extremely important in guaranteeing the overall success of this program on your campus. These influencers may draw the students attention to participate and may even suggest making it a group assignment for a grade or extra credit. It also brings visibility to your school.

MEDIA OUTREACH (MO)

MO Description

- An increasingly media landscape can make it tough for your story to be heard. Sticking to the following guidelines will help you secure media coverage.

Message Point

- If you are already purchasing ad space it may be advantageous to consider sending the press release to your contact.

THE WHY?

- Your existing contact is more likely to pay attention to your request and will best know how to connect you with the right editors and reporters for your story.

SAMPLE EMAIL TO CAMPUS INFLUENCERS



Go Further

Dear {Insert Name}:

We are proud to say that we have been chosen to participate in the 2016 Ford HBCU Community Challenge. This new program conducted in partnership with the Tom Joyner and Rickey Smiley Morning Shows encourages Historically Black Colleges & University (HBCU) students to design community projects that address pressing local needs. The program's theme is "Building Sustainable Communities." A total of \$100,000 will be awarded in scholarships and grants in recognition of unique student-led projects.

Ford Motor Company and Ford Motor Company Fund are reaching out to students attending Historically Black Colleges and Universities for the chance to win \$75,000 in scholarships and community grants. The Ford HBCU Community Challenge is an extension of one of the Ford Fund's signature educational program, The Ford College Community Challenge.

Students are encouraged to creatively address a tangible, unmet community need that touches at least one of these four areas: mobility, alternative energy, sustainability/water and systematic approaches to meeting community needs. Scholarships will be awarded to the student team, and community grants will be awarded to nonprofits to support implementation of the winning projects. The three teams with the best ideas will be flown to Ford World Headquarters in November to present their ideas for final judging.

This competition is one that we implore you to have your students participate in as we want to make sure your institution is a part of the sustainability movement. We can also champion this cause by using social networks to promote our own community initiatives creatively using the **#FORDHBCU** in social media postings. For more details on how to apply and the official rules view the links below.

Tom Joyner Morning Show

<http://blackamericaweb.com/hbcuchallenge/>

Rickey Smiley Morning Show

<http://rickeymileymorningshow.com/hbcuchallenge/>

If you have any questions and wish to speak to someone please feel free to give Damon White a call at 704-430-4982.

Sincerely,

SAMPLE EMAIL TO CAMPUS MEDIA

Dear {Insert Name},

Ford Motor Company, Tom Joyner, Rickey Smiley and {University} are partnering for the promotion and participation of the 2016 Ford HBCU Community Challenge.

The **Ford HBCU Community Challenge** program was developed as an engaging way to help educational and charitable organizations earn scholarships and funds to support their efforts cause of sustainability in their community. This program is an extension of one of the Ford Fund's signature educational programs conducted in partnership with both **Tom Joyner and Rickey Smiley Morning Shows** , to encourage HBCU students to design community projects that address pressing local needs. They are reaching out to students attending Historically Black Colleges and Universities for an opportunity to change their lives and the lives of others. **Up to \$75,000** in scholarships, university donations and community grants will be awarded for the first-place student team and their winning project. This unique opportunity will likely serve as a gateway for a relationship-building opportunity in which your institution can broaden its role as a prominent community leader and steward for global change.

Please let me know if you are interested in an interview opportunity with a representative from the Ford Motor Company and our {University} as they would greatly enjoy the chance to spread the news and explain the **Ford HBCU Community Challenge** program in more depth. I'd be happy to facilitate any conversations.

SOCIAL MEDIA TIPS

If your Institution maintains a Facebook, Twitter, Instagram or other social media presence, you can leverage these tools to raise awareness about the Ford HBCU Community Challenge opportunity as ideas may come from all walks of life.

- Post your pre-event advisory or release to your social media feed using the hashtag “#FORDHBCU”.
 - You can champion this cause by using your social networks to promote your own community initiatives using #FORDHBCU social postings.
 - Periodically publish post like “Thanks to Ford for supporting sustainability within our communities”
 - Encourage your staff, campus influencers and alumni to “Like” or re-tweet your information for their friends and followers to see.
 - Be responsive and supportive when someone posts a positive comment; reward individuals who are re-tweeting your tweets by following them on Twitter.
 - Follow on Twitter or “Like” on Facebook the campus media and influencers who have committed to supporting the challenge.
- If you or your staff are especially social media savvy, consider live-tweeting the event from a smart phone, sharing event updates, photos and participant feedback in real-time.
- Create a Facebook photo album and post related images or messages of what your institution currently has or is doing to support sustainability within the community.
- Encourage your staff and alumni and friends to respond to and share the new content. Remember to follow up with all interested parties (media, influencers, student, alumni and friends) through their social media platforms to continue the conversation.

SAMPLE SOCIAL MEDIA POST



Go Further

Facebook

{Insert Name} University students have been chosen to participate in the Ford HBCU Community Challenge, a scholarship competition worth \$75,000 in scholarships and community grants. Thanks to @Ford for supporting the **#FordHBCU** Community Challenge!

Twitter

Thank you @Ford, Tom Joyner and Rickey Smiley for looking to our students for inspiration for a better tomorrow. **#FordHBCU** **{Insert University hashtag}**

Others

- Google +
- LinkedIn
- Pinterest
- Instagram
- Youtube

USE “**#FORDHBCU**” be a part of the global conversation.



Go Further

SAMPLE CHARITIES

Community Food Banks
Feeding America
Focus Hope
Habitat for Humanity
League of United Latin American Citizens
Make-a-Wish Foundation
National Association for the Advancement of Colored People (NAACP)
Rotary Club
Salvation Army
Special Olympics
The Pew Charitable Trust
United Negro College Fund (UNCF)
United Way and all affiliates
Medical Research, Treatment and Prevention
American Cancer Society
American Heart Association
American Red Cross
Juvenile Diabetes Research Foundation (JDRF)
March of Dimes
Muscular Dystrophy Association
National Multiple Sclerosis Society

Historically Black Colleges and Universities (HBCU)
Culture and the Arts
Civic Orchestras and Philharmonics
Local theatre troupes
Metro Historical Societies
The Board of Arts Foundation
United Artists
Optimists International
Shriners International
Education and Youth Development
America's Promise Alliance
Boys and Girls Club
Citizenship Education Fund
Communities in School
Junior Achievement
Public and Private Education (including pre-k, elementary, junior high and high schools)
Susan G. Komen for the Cure
The Leukemia & Lymphoma Society

IMAGE LIBRARY



Go Further

HBCU COMMUNITY CHALLENGE

MAKE A DIFFERENCE
IN YOUR EDUCATION, IN YOUR COMMUNITY AND AT YOUR SCHOOL!

The HBCU Challenge is back. So it's time for you to assemble your team, develop your best ideas on building sustainable communities and compete for your chance to win the grand prize of \$75,000*.

GO FURTHER. Entries must be received by October 9, 2016.

DON'T MISS YOUR CHANCE TO WIN BIG!*

\$40K FOR SCHOLARSHIP	\$25K TO IMPLEMENT YOUR PROJECT IDEA	\$10K AWARDED TO YOUR UNIVERSITY'S GENERAL SCHOLARSHIP FUND
---------------------------------	--	---

2ND* PLACE **\$15K** TO IMPLEMENT YOUR PROJECT IDEA **3RD* PLACE** **\$10K** TO IMPLEMENT YOUR PROJECT IDEA

For more information, visit www.blackamericaweb.com/hbcuchallenge and www.rickysmileymorningshow.com/hbcuchallenge

See short rules on back.

Poster

TO ENTER

- ✓ You must be currently enrolled in a Historically Black College or University (HBCU) undergraduate program
- ✓ You must not have a full academic scholarship in place
- ✓ You must have a community partner with 501 (c)(3) status
- ✓ You must be available to travel to present proposal

#FordHBCU

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MUST BE LEGAL RESIDENT of one of the 50 U.S. states or Washington DC, 18 YEARS OF AGE OR OLDER. Void where prohibited. Contest begins on 8/15/16 and ends on 11/17/16. For complete entry eligibility and prize details see Official Rules at <http://blackamericaweb.com/hbcuchallenge> or www.rickysmileymorningshow.com/hbcuchallenge. Sponsored by Ford Motor Company, 16800 Executive Drive, Dearborn, MI 48126 and the Ford Motor Company Fund, One American Rd., 212-A3, Dearborn, MI 48126.

*\$75,000 breakdown: \$40,000 scholarship, \$25,000 project implementation fund, \$10,000 university scholarship fund. Scholarship is to be awarded to college/university in the name of each Team member. Team members themselves will not receive cash under any circumstance.

*Project Implementation fund is awarded to the 501 (c)(3) community partner.

USE hashtag **"#FORDHBCU"**

IMAGE LIBRARY



Go Further

Ford
HBCU COMMUNITY CHALLENGE

CLICK HERE

TO COMPETE FOR YOUR CHANCE TO **WIN** THE GRAND PRIZE OF **\$75K***

*In scholarships. NO PURCHASE NECESSARY. Contest ends 11/17/16. Click here for details.

Web Banner

Ford
HBCU COMMUNITY CHALLENGE

CLICK HERE

TO COMPETE FOR YOUR CHANCE TO **WIN** THE GRAND PRIZE OF **\$75K***

*In scholarships. NO PURCHASE NECESSARY. Contest ends 11/17/16. Click here for details.

Web Banner

Ford
HBCU COMMUNITY CHALLENGE

CLICK HERE

TO COMPETE FOR YOUR CHANCE TO **WIN** THE GRAND PRIZE OF **\$75K***

*In scholarships. NO PURCHASE NECESSARY. Contest ends 11/17/16. Click here for details.

Email Blast

Ford
HBCU COMMUNITY CHALLENGE

THE HBCU CHALLENGE IS BACK. DEVELOP YOUR BEST IDEAS ON BUILDING SUSTAINABLE COMMUNITIES. COMPETE FOR YOUR CHANCE TO **WIN** THE GRAND PRIZE OF **\$75K***

*In scholarships. NO PURCHASE NECESSARY. Contest ends 11/17/16. Click here for details.

Palm Card

USE hashtag **"#FORDHBCU"**

Frequently Asked Questions & Answers

Question: I am not a business major nor do I have a team. What should I do?

You do not have to be a business major to write a business plan. It is recommended to consult with your advisor and to recruit like-minded individuals that could support your team for this project

Question: What if the organization I plan to partner with is not on the Ford HBCU pre-approved list?

If you are interested in partnering with a charitable organization that is not pre-approved but in accordance with the charity guidelines, simply forward the 501(c)(3) or 509(a)(1) or (2) verification/letters of incorporation to Webber Marketing. The request will go through a charity approval vetting process.

Question: What is the prize breakdown?

(1st Place) Grand Prize \$40K Scholarships, \$25K to implement project and \$10K to University general scholarship fund.

(2nd Place) \$15K, to implement project

(3rd Place) \$10K to implement project

Question: What are the key event dates to remember?

10/9	Deadline for receipt of proposal
On/about 10/24	Selection of finalist (Top 3 proposals)
10/27 – 11/10	On-line public voting for 3 finalist
11/15 – 11/17	Presentation by finalist to Ford Motor Company
On/about 11/17	Ranking of 3 finalist
12/2016 –12/2017	Funding of Projects of 3 finalist

Please see official rules and regulations for additional details

[{CLICK HERE}](#)

Frequently Asked Questions & Answers

Question: How many people can be on a team?

Entrants will participate in the Challenge as part of a “Team,” to be comprised of at least two (2) but no more than four (4) members, with members of the Team being set by the Captain at the beginning of the Promotion Period; and, one (1) Team member must be designated as the “Captain” of the Team (Captain will be the sole representative of the Team)

Question: Who is eligible to participate?

The Promotion is open only to legal residents of the fifty (50) United States and District of Columbia (“US”) who are: (a) at least eighteen (18) years of age or older as of date of entry; and (b) enrolled as undergraduate students and in good standing academically at accredited Historically Black College or Universities located in the US, as of date of entry (“Entrants”)

Question: What are the areas I should look to address with the phrase “Building a Sustainable Community”?

Potential areas of focus of the Proposal include (but are not limited to):

- a. Education and Training.
- b. Safety
- c. Sustainability and Mobility (Clothing Drive, Tree and Planting)
- d. Environmental Sustainability (Recycling: Paper, Aluminum and Plastic)
- e. Sustainable Urban Design
- f. Creative approaches to the conservation, or use, of water
- g. Student volunteer programs that partner with local nonprofits in new ways.

Please see official rules and regulations for additional details
[{CLICK HERE}](#)

Frequently Asked Questions & Answers



Question: Please explain the FORD HBCU scoring calculation?

To determine the specific Grant Money Prize won by each Finalist Team, Sponsor's evaluation of the strength and persuasiveness of the three (3) Finalist Teams' presentations will count for eighty percent (80%) of the evaluation and the results of the public online voting for Finalist Teams' Proposals will count for twenty percent (20%). The Finalist Team ranked highest will win the Grand Prize; the Finalist Team ranked 2nd highest will win the Second Place Prize; and the Finalist Team ranked 3rd highest will win the Third Place Prize. Captains of the Finalist Teams will be notified by email, phone. *For full details, please see the official rules and regulations.*

Question: Can people outside of my institution participate?

No. The only person(s) that can be a team member must attend the university and be in an undergraduate position. Of course advice can be accepted from influencers but the presentation must be compiled and presented by the team members.

Question: Can I work with more than one 501(c) (3) or 509(a) (1) or (2)?

No, you have to select one charity of choice.

Question: If I am a finalist, how should I promote our proposal?

Be creative! Post the event flyers and posters in high-traffic areas around campus and community organizations to generate awareness. With permission of partnering organization, feel free to spread the word to the rest of the community via their establishments especially if it benefits their business. Post and send social media announcements to community influencers using the hashtag **#FORDHBCU** (i.e. Facebook, Instagram, Twitter, blogs, etc.) to share the news!

Question: How long does it take for the funds to transfer to the winning team and university?

The organization can expect to receive its check-in approximately 6-8 weeks from the date Program HQ receives the completed waiver/survey forms. Prompt return of waivers ensures timely shipment of payment.



Go Further

COMMITMENT TO **EDUCATION**



Go Further

Go Further

