

BEST OF BEST

THE SPICER-MULLIKIN STUDENT BUCKET LIST CHALLENGE!

We have spent 110 years nurturing relationships with the wonderful people who live in and around our funeral home locations. Everyone at Spicer-Mullikin understands the importance of being part of a community. Two of our funeral home locations are in close proximity to well-known state universities: our New Castle location is less than a mile from Wilmington University, and our Newark location is literally across the road from the University of Delaware's main campus. Students, although not directly impacted by our business, are definitely part of our neighborhood.

The Spicer-Mullikin team wanted to create a **community outreach opportunity** that spoke specifically to these young adults 18-22. We developed an online "Bucket List" contest inviting students to participate via Facebook and email.





Bucket List Challenge! Win \$150!

So, what's on your bucket list?

To be eligible to win one of three \$150 Visa Gift cards you must:

1. Be between 18 and 22 and a current New Castle County resident
2. Write down the top 5 things on your bucket list in an email, and...
3. Tell us in 3 sentences or less why you should win a \$150 gift card

Email your bucket list entry by October 8, 2015 to Amanda@SM.com

Write 'Spicer-Mullikin Bucket List' in the Subject Line of your email

Please include your full name, college, and cell phone number in the email.
Winners will be announced October 28th 2015 on Spicer-Mullikin Facebook

 **SPICER-MULLIKIN**
Funeral Homes & Crematory



This challenge is not open to Spicer-Mullikin staff and their immediate families.

The rules of the contest had to be clear. To be eligible to win a \$150 Visa Gift card the content entrant had to be between 18 and 22 and a current New Castle County resident; write down the top 5 Bucket-List wishes, tell us in 3 sentences or less why they should win a \$150 gift card, and provide us with their name, college, grade and contact details. The entrants were asked to email their list to us by October 8, 2015 and make sure "Spicer-Mullikin Bucket List" was in the Subject Line of the email.

Spicer-Mullikin Bucket List Contest Promotion Logistics

- 4 weeks before the contest deadline, we created and printed an 8 ½ x 11 Bucket List flier that was distributed to student lounges at both campuses, University of Delaware and Wilmington University (see left)
- We promoted the Bucket List flier on our Facebook page (which has over 7,500 followers)
- Contestants were invited to email their Bucket List directly to us by October 8th
- Our owner Matthew Smith along with our Director of Communication and Family Services Anita Reed selected the winning entries.

We were very pleased with the results and although not all the entries qualified to win a gift card because some students neglected to add contact details or college specifics, (and entry compliance is important) we were delighted to select 5 top Bucket List Entries:

The official winner:

Name: Austin Griffith

College: Wilmington University, sophomore

Austin's Bucket List ...

1. Live in Seattle with no budget constraints
2. Drive cross-country with my Dad – just the two of us
3. Make a difference in someone's life, for the better
4. Visit every state in America in one year
5. Visit Antarctica with enough warm clothing!



I believe I should win this contest **because I'm a struggling student just looking to make a difference.** If selected, I would use the money to further my education and continue my pursuit of a great job in my field of choice.

1Runner Up

Name: Zunilda (Zuni) Jamatte

College: Sophomore, University of Delaware

1. Go to a Jimmy Fallon show – just once!
2. Go to Disney World with someone I love
3. Milk a cow by hand
4. Ride a horse
5. Visit all of Europe

I think that I should win the gift card, because most of my desires are simple, but unique. I'm a dreamer, and this gift card could help me accomplish some of my dreams. Thank you!

Sidenote: Delaware is a small state. It seems that it's two degrees of separation, not six. So it wasn't surprising that a colleague of Matthew Smith knows Ms. Jamatte and overheard her saying, "So cool, I was walking down West Park and saw the Spicer Mullikin sign – they are right here so close on campus! Beautiful building. And then I also realized, 'Hey – they are the ones who did the Bucket List competition!'"

It was wonderful to have a college-aged adult recognize our funeral's name and our Bucket List initiative...

#2 Runner Up

Name: Jeff Ruggiero

College: Senior, (Engineering) University of Delaware

BUCKET LIST :

1. Build another boat. One that floats.
2. Apprentice with a traditional European baker.
3. Take part in a Finnish amateur rally race.
4. Experience Japanese cuisine firsthand in Japan.
5. Build sets for a movie.

I shouldn't win the \$150 prize because it probably wouldn't help me accomplish any of these things. I suppose I could use it to purchase some supplies for the building of a boat or put it towards a plane ticket to Japan or Finland but in the grand scheme of things I don't think it would help. That being said, I really would like \$150. This was a cool idea.

3 runner Up

Name: Gary Dard

College: Junior, Wilmington University

Here is my Bucket List for your consideration

1. Make my own wine - "Gary's Remarkable Red" that lives on for generations
2. Bungie jump off Delaware Memorial Bridge
3. Write a short story on why believing in Santa is helpful
4. Kiss Kristen Stewart at least once – and do such a good job she kisses me back.
5. Visit the Angel Falls in Venezuela

I should win because I am the most broke student on campus!

#4 Runner Up

Name: Nelson Hernandez III

College: Sophomore, Delaware Technical Community College

My Name is Nelson Hernandez III and I'm currently a student at Delaware Technical Community College (Stanton Campus).

My Bucket List :

1. Walk across the United States
2. Swim with blue whales
3. Build a house from scratch
4. Write a song that gets recorded
5. Become a jet pilot

As a full time student, a \$150 visa card would give so much assistance to me. Because I commute to school, this will make paying for gas much less of a burden for the next couple months. I'll also be treating my mother to dinner for her relentless support in the past year.

Thank you for your consideration!

5 Runner Up

Name: Philip Paverd

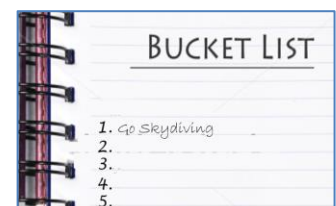
College: Sophomore, University of Delaware

The top 5 things on my Bucket List include:

1. Flying in a helicopter
2. Drinking a Peruvian cocktail
3. Scuba diving in Cape Town
4. Riding a camel for a day
5. See the Northern Lights from Norway

I would want a \$150 gift card to help pay for the financial demands of higher education, as well as food. Food is *always* good.

“This was such a cool idea – good for a funeral home to think about connecting with college kids. It was a fun thing to think about... everyone should have a bucket list.” *Philip P. Sophomore, UD*





Austin thanks Spicer-Mullikin on Facebook for his Bucket List Gift Card.