

Title: "Give Back, Get Rewarded: #GivingDayNOBTS Contest"

Student Participant Rules and Guidelines

Objective:

The "Give Back, Get Rewarded: #GivingDayNOBTS Contest" is designed to engage students in promoting their school's Giving Tuesday campaign through social media. The goal is to inspire students to create compelling and impactful content that spreads awareness about their school's charitable initiatives and encourages others to participate.

Contest Details:

1. Eligibility:

- Open to all currently enrolled students of New Orleans Baptist Theological Seminary and Leavell College.
- Students must have an active social media account (e.g., Instagram, Twitter, Facebook) to participate.

2. Contest Period:

- The contest will run from **Monday, November 27 to Tuesday, November 28**, aligning with the Giving Tuesday campaign period.

3. How to Participate:

- Students must create and share social media posts promoting their school's Giving Tuesday campaign.
- Posts must include the official contest hashtag: #GivingDayNOBTS.
- Posts should showcase their creativity, passion, and school spirit.
- Encourage students to engage with the school's official social media accounts and share relevant campaign materials.

4. Content Guidelines:

- Posts should highlight the school's charitable initiatives and Giving Tuesday goals.
- Students can use images, videos, graphics, or written content to convey their message.
- Posts should be respectful and adhere to community guidelines of the chosen social media platform.
- Encourage authenticity and originality in content creation.

5. Submission:

- Participants should make their posts public to ensure visibility.
- Students must send a direct message (DM) or tag the school's official social media account when posting.

6. Judging Criteria:

- Creativity and originality (40%)
- Alignment with the school's Giving Tuesday campaign message (30%)
- Engagement (likes, shares, comments) generated by the post (20%)
- Effective use of the #GivingDayNOBTS hashtag (10%)

7. Prizes:

- 1st Place: Gift card with a retail value of \$100.
- 2nd Place: School merchandise, a retail value of \$50.
- 3rd Place: School merchandise, a retail value of \$25.

8. Winner Announcement:

- The winners will be announced on **Wednesday, November 29** on the school's official social media channels. Student winners will also be contacted by the Institutional Advancement office.

9. Consent and Rights:

- By participating, students agree that their posts can be shared on the school's social media accounts and website.

10. Promotion:

- Promote the contest through the school's website, social media accounts, email newsletters, and in-school announcements.

11. Disclaimer:

- The contest is not endorsed or sponsored by any social media platform and is subject to all applicable laws and regulations.

12. Contact Information:

- For inquiries, students can contact Carla Ross at cross@nobts.edu.

This Giving Tuesday student contest encourages students to use their creativity and social media influence to support their school's charitable initiatives while offering them a chance to win a valuable prize. It also helps the school raise awareness and engage the student body in the spirit of giving back to the community.