

Social Media Contest - Proposal & Rules

Proposal

We believe hosting four social media contests will be interactive for our client's key publics. The nature of these contests will promote volunteerism which will generate traction with younger volunteer audiences, corporate donors, and local churches.

Rules/Requirements

What is expected?

- Participants will be asked to upload a creative video that reflects volunteerism with Atlanta Habitat.
- Participants must close their video by sharing the organization's tagline: "Together, We Build."
- Upon uploading, the participant must include a caption that shares why volunteering with Atlanta Habitat is important to them.
- Captions must include a call to action (to help engage with more volunteers/publics).

Who can participate?

- Anyone who has an Instagram or Facebook account may participate in this contest.
- The participants must be following the Atlanta Habitat Instagram page and Facebook page.
- The participants are not required to be active volunteers with Atlanta Habitat but must express interest in the organization's volunteer opportunities.

How to win?

- The clip generating the most traction (likes, views, shares etc.) will win.
- Participants are allowed to promote their video (by tagging, sharing, commenting etc.) from the day their clip is uploaded through the day a winner is announced.
- Each winner will receive a \$100 Amazon E-gift card. To clarify, if the winning video clip was created by more than one individual, only one gift card will be distributed.

How long will the contests run?

There will be a total of four contests. All contests will run for one month each.

Participants will have one month from the announcement date to produce and upload their videos to the designated social media platform(s).

Contest 1 - Announced on Sept. 30, ends on Oct. 30.

Contest 2 - Announced on Nov. 20, ends on Dec. 20.

Contest 3 - Announced on March 18, ends on April 18.

Contest 4 - Announced on June 3, ends on July 3.