

Give Back, Get Rewarded: #GivingDayNOBTS Contest

Staff and Student Participant Rules and Guidelines

Objective

The "Give Back, Get Rewarded: #GivingDayNOBTS Contest" encourages staff and students to promote New Orleans Baptist Theological Seminary (NOBTS) and Leavell College's Giving Tuesday campaign through social media. The goal is to inspire creativity, school spirit, and generosity by raising awareness about the Providence Fund and our \$500,000 campaign, supported by a \$250,000 matching gift.

This year's theme, "*Rally Together, Succeed Together*," is grounded in Psalm 90:17: "May the favor of the Lord our God rest on us; establish the work of our hands for us—yes, establish the work of our hands."

Contest Details

1. Eligibility

- Open to all currently enrolled students at NOBTS and Leavell College.
- Participants must have an active social media account (e.g., Instagram, Twitter, Facebook).

2. Contest Period

- The contest begins on Tuesday, December 2, 2025, at 12:01 am and ends on Tuesday, December 2, 2025, at 11:59 pm, coinciding with Giving Tuesday.

3. How to Participate

- Create and share social media posts promoting Giving Tuesday and NOBTS' efforts to raise \$500,000.
- Use the official contest hashtag: #GivingDayNOBTS
- Posts should express creativity, enthusiasm, and school pride. Ambassadors are encouraged to use the provided toolkit and campaign materials to help spread the word.

4. Content Guidelines

- Highlight NOBTS' charitable initiatives and the impact of donations to the Providence Fund.
- Use images, videos, graphics, or written content to communicate the message.
- Examples of social media posts, emails, and downloadable Giving Tuesday graphics can be found on our website: www.nobts.edu/givingtuesday
- Posts must adhere to platform community guidelines and respect the integrity of the campaign.
- Encourage authenticity and originality—be a voice of encouragement for your community.

5. Submission

- Ensure your posts are public so they can be viewed and counted.
- Tag or send a direct message (DM) to the school's official social media account when sharing your post.

6. Judging Criteria

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

7. Prizes

Four winners will be selected to receive Prize Packs valued at \$150 each.

Bonus Entries: Make a \$10 donation to the Providence Fund on December 2 to receive *10 extra entries* into the contest!

8. Winner Announcement

Winners will be announced by Friday, December 5, via NOBTS' official social media channels and contacted by the Office for Institutional Advancement. Staff or student names will be used in the announcement.

9. Consent and Rights

By participating, students agree that their posts, names, and likeness, may be shared on NOBTS' social media accounts and website for promotional purposes.

10. Promotion

The contest will be promoted through NOBTS' website, social media channels, email newsletters, and in-school announcements.

11. Important Details

- NOBTS and Leavell College are committed to managing each donation with integrity and transparency, ensuring all contributions support the Providence Fund and the institution's mission.
- By entering the contest, participants consent to the use of their names in public announcements if selected as a winner.
- NOBTS reserves the right to modify or discontinue the contest if necessary, ensuring all participants are informed. All donations will remain honored and properly stewarded, regardless of the contest's outcome.

12. Disclaimer

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

13. Contact Information

Contest questions can be directed to the Office for Institutional Advancement by calling 504-816-8224 or emailing development@nobts.edu.

This Giving Tuesday contest empowers students and staff to actively support the seminary's mission while engaging their creativity and social influence. It's a meaningful way to give back while competing for exciting prizes. Let's Rally Together and Succeed Together, as we work towards establishing the future of NOBTS! Thank you for your participation.