

Faculty Giving Tuesday Challenge: "Rally Together; Succeed Together"

Objective:

The primary goal of this Faculty Giving Tuesday Contest is to engage faculty members in promoting our school's Providence Fund and encouraging donations through various channels, including social media, email, and personal contacts. By participating in this contest, faculty members will help strengthen students, alumni, family, and friends' connection with the school and raise vital funds to support our mission.

Contest Rules:

1. Eligibility:

- All faculty and adjunct faculty members are eligible to participate.
- Faculty members can participate individually or as a team, with a maximum of two members per team.
 - If registering as a team, please provide the names of the team members to the **Director of Development, Mark Hagelman, by Thursday, November 14, 2024.**
- The contest will run for two weeks leading up to Giving Tuesday.
- To qualify: A minimum of \$1,000 for an individual, or \$2,000 for a team, in donations attributed to the faculty member(s) direct influence. (see prize details for more information)

2. Promotion Period:

- The contest begins at **12:01 am on Tuesday, November 18, 2024**, and ends at **11:59 pm on Giving Tuesday, December 3, 2024.**

3. Promotion Guidelines:

Actively promote the school's Giving Tuesday Campaign using the following channels:

- Social Media: Share school-approved content and messages related to Giving Tuesday, the Providence Fund, and the impact of donations. Encourage friends, family, and followers to donate and share these posts.
- Email: Send personalized emails to colleagues, alumni, friends, and family, encouraging them to support the Providence Fund. Faculty members should use the templates and information provided.
- Personal Contacts: Reach out to personal contacts through phone calls, text messages, and one-on-one conversations to discuss the importance of supporting the Providence Fund.

4. Tracking and Reporting:

- **Online Donations**: To receive credit towards the contest, faculty members should instruct their family and friends to add the faculty member's name to the comment box at the bottom of the online donation form.
- **Checks or Cash Donations**: Faculty can email Carla Ross, Director of Stewardship, at cross@nobts.edu, the names of those individuals who have committed to giving because of their influence.

5. Scoring:

- Every dollar received equals one point.
- The faculty members or teams with the highest number of points at the end of the contest period will be declared winners.
 - Faculty Member #A has 16 donors who contribute a total of \$200; he receives 200 points. Faculty Member #B has 2 donors who contribute a total of \$480; she receives 480 points. Faculty Member #B is the winner because she has the highest points.
 - For a team to win, it must have double the points of the highest-scoring individual faculty member. For example, if Faculty Member #B has 480 points, Faculty Team #K must have at least 961 points to be declared the winner over Faculty Member #B.
 - Donor Participation Breaks a Tie: In the event points are tied, the number of donors influenced by each faculty member will determine the winner. For instance, if Faculty Member #C has 8 donors contributing a total of \$2500, and Faculty Member #H has 9 donors contributing the same amount, Faculty Member #H would win due to having more donors participating in the campaign.

6. Prize: (one winner per prize level)

- **First Prize:** the greatest number of points 5,000* or above, will receive two Southwest Airlines tickets, not to exceed \$1,000.
- **Second Prize:** The most points between 2,500 - 4,999*, will receive a \$250 Amazon gift card.
- **Third Prize:** The most points between 1,000 - 2,499*, will receive a \$100 Amazon gift card.
- Winners will be announced on **Friday, December 6, 2024**
 - First prize must be redeemed by July 31, 2025.
 - Second and Third prizes will be distributed on or before December 31, 2024.

* For teams, values doubled for prize eligibility. If a team wins, each team member will receive the corresponding prize.

7. Promotion Materials:

- The school will provide faculty members with promotional materials through the Giving Tuesday webpage, including graphics, email templates, and key messages to facilitate their outreach efforts. Letters can be sent on a faculty member's behalf on NOBTS letterhead – contact the office for Institutional Advancement for more information about this process.

8. Compliance:

- All promotional activities must adhere to school policies and branding guidelines.
- Faculty members must not engage in any unethical or inappropriate promotion methods.

9. Support:

- The school's Institutional Advancement office will provide support and guidance to faculty members throughout the contest via email, text, personal consultation, and virtual meetings.

This Faculty Giving Tuesday Contest aims to unite our faculty in a common cause, promoting the Providence Fund and highlighting our collective dedication to our school's mission. Together, we can make a significant impact and celebrate the generosity of our community. Good luck to all participants!