

#EastBayGives Social Media Contest – All Around the Bay

Overview: From April 3-14, East Bay Community Foundation will host an #EastBayGives All Around the Bay social media contest for participating NPOs. The winning organization will receive \$5,000 in prize money. Through this contest, we will also generate visibility and excitement for East Bay Gives and show support for the places and organizations that stand with Bay Area nonprofits.

Details: Every week day at midnight, beginning Monday, April 3rd, through Friday, April 14th, we will post the name and address of an organization that provides valuable support to Bay Area nonprofits to the East Bay Gives Facebook Learning Community (<https://www.facebook.com/groups/1222862631119197/>).

To qualify for the prize money, follow these steps:

- 1) Every week day, from April 3 through April 14, check out our Facebook Learning Community for the midnight announcement of that day's location
- 2) Arrange for someone to go to that day's physical location
- 3) Your representative must have a print out of the provided template with the name of your organization written on it
- 4) Have your representative take a picture holding up the printed template. In the photo, include the location sign so we know someone representing your organization was there
- 5) Post the photo to your organization's Facebook page. Photos must be posted the same day the location is announced. All posts must include the hashtag #EastBayGives in order to be counted.
 - For example, if on April 3rd, we announce the location of the day is the East Bay Community Foundation, you must take the photo and post the photo on your organization's Facebook page with the hashtag #EastBayGives on April 3rd in order for it to count towards the contest.

Contest ends at 10:00 AM on April 14. The nonprofit organization with valid pictures at all 10 locations on all 10 days posted with the hashtag #EastBayGives on your organization's Facebook page by 10:00 AM on April 14 **will win the \$5,000 prize.**

Remember:

EBG Social Media Contest #1 – Overview

- This contest is on Facebook only. We will only be considering Facebook posts as eligible. Additional Twitter, Instagram, or other social media posts will not be considered as part of this contest.
- To qualify, photos must include the template with your organization's name.
- To qualify, photos must include signage with the location name.
- Photos posted to your organization's Facebook page must include the hashtag #EastBayGives.
- Photos must be posted the same day that the location is announced.
- In the event that more than one organization completes all the contest steps, a tie-breaking photo challenge will be announced on the East Bay Gives Learning Community Facebook page at 11:00 AM on April 14.

Timeline:

- March 27: Contest is announced.
- April 3: Contest begins.
- April 3 - April 14: Locations will be posted to the East Bay Gives Facebook Learning Community at midnight.
- April 14: Contest closes at 10:00 AM.