

Prize Application Questions
Post-Giving Challenge Prize Opportunity
Online Application Opens: April 11, 2024
Application Deadline: **5:00 pm April 25, 2024**



Best Use of Social Media

\$1,000 prize awarded to two recipients per category (small, medium, large) who utilize social media the best during their Giving Challenge campaign. Judges are looking for how clear, intentional, and unique the campaign is, and how well it incorporates the “Be The One” concept. Judges will also consider how much reach, interaction, and engagement the campaign generates.

Below outlines the questions that will be on the online application form for the **Best Use of Social Media** Prize. If your organization plans to apply for this prize, we encourage you to review and discuss these elements PRIOR to the application deadline to ensure you execute and capture the necessary items for the application.

APPLICATION QUESTIONS

CONTACT INFORMATION

1. Organization Name (as it appears in The Giving Partner):
2. Organization EIN:
3. Team Leader Name (First & Last):
4. Team Leader Email:
5. Team Leader Phone Number:

APPLICATION:

1. What social media platforms did you use for your campaign?
 - a. Please share the handles for the social media platforms you utilized.
2. How did you incorporate the theme “Be the One” into your campaign?
3. Please share with us your social media strategy:
4. If you developed a communications plan for the challenge, please attached if as a PDF:
5. Did you achieve the social media goals you set for your 2024 Giving Challenge campaign? Share with us what went well and what can be improved upon.
6. Provide us with a summary of your metrics from your primary social media platform. These data points can include page views, post engagements, likes, impressions, reach, etc. Please include whether these metrics are earned versus paid.
 - a. Optional: attach a supplementary file.
7. Insights for Secondary Platform: If you utilized a secondary social media platform, please provide us with your metrics/insights.
 - a. Optional: attach a supplementary file.