

ABILENE GIVES 2024

Social Media Prizes

We're awarding social media efforts! We'll give away cash prizes to nonprofits with excellent social media campaigns promoting their organization's Abilene Gives fundraising campaign.

THESE PRIZES WILL BE AWARDED:

- Best Video \$1,000 (Can be a single video or series of videos)
- Best Non-Video Campaign: \$1,000 (Campaign = series of posts)
- Most Creative: \$500
- Most Inspirational: \$500

Note: *The prizes for "Most Creative" and "Most Inspirational" will be awarded once, not separated into video and non-video categories. Only "Best" awards are specific to video and non-video campaigns.*

CRITERIA:

- Video submissions can include a single video or series of videos.
- Entries will be judged based on a combination of social media reach and engagement, creativity, and effective presentation of the story/message.
- The posts should promote your organization's Abilene Gives fundraising campaign.
- Anyone can produce the videos/graphics – volunteer, staff or hired professional.
- Posts should include the #AbileneGives hashtag and tag the Community Foundation of Abilene account profile.
 - Facebook: Typing "Community Foundation of Abilene" or /cfabilene
 - Instagram: @communityfoundationabilene
- Boosted posts are allowed, though boosting does not increase chances of winning.
- We will take organization size into consideration when looking at post engagement.

DEADLINE & SUBMITTING ENTRIES:

Using a Google Drive or Dropbox folder, add all links to the social media posts showcasing your work in a single document or add screenshots of the posts. **Share a link to your online folder with Emerald at ecassidy@cfabilene.org by 5 p.m. May 1.**

Note: *We need to see the actual posts, not just the graphics and videos, so make sure to send either links to the posts, or screenshots showing the full post + engagement (likes, shares, comments).*

JUDGING & ANNOUNCING WINNERS:

A committee will review all submissions and announce winners at a Giving Day morning event on Tuesday, May 7. Winners will also be promoted on the Foundation's social media platforms.