



TIMELINE

Dec 9 - Post Contest
Dec 10 - Giveaway 1
Dec 12 - Pick Winner
Giveaway 2 Posted
Dec 14 - Pick Winner 2/
Giveaway 3 Posted
Dec 16 - Pick Winner 3/
Giveaway 4 Posted
Dec 18 - Pick Winner 4/
Giveaway 5 Posted
Dec 20 - Pick Winner 5/
Giveaway 6 Posted
Dec 22 - Last winner
announced

HOLIDAY GIVEAWAY

Encourage generosity through engagement.

We have the opportunity to be leaders and set off a chain reaction of thoughtfulness within our communities. Through random acts of kindness, we can use our social media platforms to ignite a community response of generosity.

Each property will be providing 8 gift cards to four lucky winners. Each winner will receive a letter encouraging them to “pay it forward” along with two gift cards. Our faith in each of your communities and our belief that most people want to do the right thing leads us to predict that each winner will respond in a generous way.

The creative for this giveaway represents “holiday hygge” feel. Hygge is a Danish concept that represents simplicity, comfort, and warm feelings. Raw brown paper, colored string, and touches of gold will stand out in a sea of product-filled posts and Santa-centric events.

- Before December 10 - Load gift card amounts, minimum of \$150 for each gift card (8 total) and set aside gift cards. Begin drafting legal copy and print 8 of the letters for winners (attached) on property letterhead and include penned signature. Each winner gets 2 copies of the letter.
- December 8 - Send legal copy to your corporate marketing partner for review.
- **Posting Timeline:**
- December 9- Announce the giveaway contest post #1 with an Instagram post and Facebook event that contains a customized link to all the legal and contest rules. Place a link to your legal in your Instagram profile as well.
- December 10 - Make first contest post #2. You will post one contest image every other day. This will give each post 48 hours to circulate.
- December 12 - Post image and copy #3 and give the post 48 hours to circulate. Winner #1 to be direct messaged on December 12th.
- December 14 - Post image and copy #4 and give the post 48 hours to circulate. Winner #2 to be direct messaged on December 14th.
- December 16 - Post image and copy #5 and give the post 48 hours to circulate. Winner #3 to be direct messaged on December 16th.
- December 18 - Winner #4 to be direct messaged on December 18th.
- Select each winner on the eve of the second day and direct message winner via Instagram. If you have an Instagram Business account, go to the top right of your post (...) and select **Turn Off Commenting** once you’ve selected a winner.
- Keep an eye out for winners sharing their stories! If you see their random acts of kindness on Instagram or Facebook, think of a fun way to highlight them in your Instagram Stories for paying it forward!