



Hulafrog's Back-to-School Giveaway

WHAT IS IT?

Hulafrog is your go-to-guide for life with kids in this area. We are excited to, once again, donate a **\$1,000 Staples Gift Card to one lucky school!** One parent from the winning school will also win a \$250 Staples gift card!

WHEN, WHERE & HOW?

Voting for Hulafrog's subscriber giveaway runs from **August 6 - September 19**.

1. Go to your local hulafrog's contest page (/win-schools)
2. **Select your school & enter your email address to vote!**
3. One vote per email address.

HOW CAN YOUR SCHOOL BE IN THE RUNNING?

You already are! Now you just need to encourage the parents to vote! Here's how:

1. SHARE ON FACEBOOK:

- a. Share the voting url on your school Facebook page again and again!
- b. Encourage parents to share on their personal Facebook pages.

2. DISTRIBUTE THE FLYER:

- a. Download the flyer from the vote page, update the link so it drives parents to your local hulafrog contest page: /win-schools
- b. Send an email to all parents with the flyer to vote for your school.
- c. Send the flyer home in your electronic backpack or post online
- d. Ask PTA members to distribute electronically to other parents.

3. FIND PARENT ADVOCATES:

- a. Find 1, 2, 5, 10 parent advocates to share on social media and take the contest and run with it!

4. FOLLOW HULAFROG'S FACEBOOK PAGE:

- a. We will be posting prompts for people to vote
- b. Simply share those posts – tag your advocates so they share with their social media following. Just a few advocates can put you in the lead!

5. Contact your local editor with any questions