

FRIESENS YEARBOOK CHALLENGE

Do you have school spirit? Prove it!

We're looking for Schools with excitement, drive and a goal to promote your school and yearbook. There are two ways for a chance to win prizes at this challenge.

Level 1 (Students):

The first 100 schools that achieve 80 points will receive \$100 in iTunes cards to award to those hard working students that organized the challenges.

Level 2 (Schools):

The top three schools achieving the most points have a chance to win \$2500, \$1500, or \$1000. This money can go towards anything your yearbook department needs, marketing materials, a camera, laptops, iPads. Whatever you want!

Contest Details:

Here's how it works - schools earn points for completing each yearbook challenge. Each completed and verified challenge will show what each high school is made of – both in school spirit and pride. Points are awarded (by Friesens) based on completing each challenge.

Challenges range from simple tasks like hanging yearbook posters around your school to more difficult tasks such as having a yearbook flash mob in public. To qualify for the top three prizes your school must complete a challenge from each point category. For challenge verification, schools are required to email text, a photo, or video of each completed challenge to Friesens Yearbook Challenge email address: yearbookchallenge@friesens.com. You can check how your school is competing on the Yearbook Challenge page at yearbooks.friesens.com.

To qualify, each school must complete at least one challenge from each point category. The school achieving the most points wins!

When to start:

Now! You have until May 1st to get as many points as you can.

Points:

Go to the Friesens Yearbook Challenge page on yearbooks.friesens.com to see the leader board.

The points will be updated every Monday.

Prizes:

Level 1 Prizes (Student):

The first 100 Schools that make it to 80 points will receive \$100 in iTunes cards for those hard working students that organized the challenges.

Level 2 Prizes (School):

1st Place	\$2,500 Shopping Spree
2nd Place	\$1,500 Shopping Spree
3rd Place	\$1,000 Shopping Spree

**In the event of a tie – Friesens will judge the quality and creativity of the submissions to break the tie.*

Contest Rules:

1. School Eligibility – The contest is only open to Friesen Yearbooks customers. You must have a signed agreement with Friesens for 2013-2014 to participate in the challenge.
2. You must email your school name, city, challenge # accomplished and verification photo or video to yearbookchallenge@friesens.com. If you do not include this information, your entry will be excluded.
3. To qualify for the top three prizes your school must complete at least one challenge from each point category (5 points, 10 points, 15 points, 20 points, and 30 points).
4. Have fun!

FRIESENS YEARBOOK CHALLENGES:

5 Points

1. Hang 10 or more yearbook posters* around school *(Photo)*
2. Email Friesens when your ConnectMe store is set up with the 2013-2014 yearbook product *(Text)*
3. Send yearbook HTML* to parents and bcc yearbookchallenge@friesens.com *(Text)*
4. Use a Friesens video or banner* in the school *(Photo)*

10 Points

5. Order and send out parent letters* *(Photo)*
6. Post TV screen images to TV's and computer screens in school *(Photo)*
7. Hold a yearbook table event during lunch hour or after hours event to promote your yearbook *(Video)*
8. Stick Friesens Gotcha notes on student lockers letting them know they are in the yearbook, asking if they have ordered one *(Photo)*
9. Advertising on your school website or newsletter, email link *(Text)* to Friesens

15 Points

10. Cheerleaders or a group of students do a yearbook cheer *(Video)*
11. During parent-teacher interviews, have the principal tell parents to buy their child's yearbook *(Photo)*
12. Yearbook signing party and have a table for next year *(Photo)*

20 Points

13. Have a yearbook flash mob/improv event in the hallway to promote your yearbook *(Video)*
14. Student in the stands of a sports event with flip cards that say "Buy your Yearbook!" *(Photo)*
15. Members of a sports team promote the yearbook at an assembly *(Photo)*
16. Get teachers to form a human sign that says "Buy your Yearbook" *(Photo)*
17. Make a lip-dub or video to promote the yearbook and for more points write an original yearbook song! *(Video) + 10 Points for an original song*

30 Points

18. Get a local business to put "Buy a (your school name) Yearbook!" on their outdoor sign *(Photo)*
19. Get a member of government to say "Buy (your school name) yearbook!" *(Video)*
20. Include a picture of a celebrity in your yearbook holding a sign that says "Buy (your school name) yearbook!" Get written photo approval from the celebrity. No photo manipulation allowed *(Photo)*

* Use Friesens Event Marketing products customized for your school. Call your local Friesens Representative for details