

The Nonprofit PCF Ugly Holiday Sweater Challenge Guide

PCF is challenging Hampton Roads residents from near and far to put on their ugly Holiday sweaters to increase awareness for giving local this holiday season and will award a #givelocal757 nonprofit a \$757 cash holiday grant.

This is an easy, unique and fun way to:

1. Engage your social media followers this holiday season
2. Expand your social media audiences
3. Increase exposure to your cause to attract new donors

How to participate:

It's so simple, just invite your social media followers to participate in the challenge with a post to your social media accounts.

Tools:

[Sample Post Messages](#)

Sharable Posts [Twitter](#) [Instagram](#) [Facebook](#)

[Customizable Social Media Graphic](#) (insert your logo, @handle, use pic provided or your own)

[Social Media Graphic](#)

[Stock Ugly Sweater Pictures](#) (Under Marketing/Ugly Sweater Challenge)

[Webpage](#)

The challenge is open until Dec. 20th and the winning nonprofit will be announced on [National Ugly Sweater Day](#), Friday, Dec. 21st at noon!

Only registered #givelocal757 nonprofits qualify for the \$757 grant but we invite and encourage all local causes to participate!

[Give Local 757 Nonprofit Registration Information](#)