

## **No Boundaries - 2020 Census - Get Counted Get Cash Sweepstakes Take Photos or Create videos to share the importance of the 2020 Census.**

### **Description**

No Boundaries Coalition is launching a campaign to collect original content created by residents in 21216, 21217 & 21223 that Explain ***why the census is important and matters to them, their community and neighbors.***

In a short (30 seconds to 3 minutes) video, made for Instagram, Facebook, or YouTube, that uses entertainment, emotion, creativity, and/or humor to motivate people to respond to the [2020 census](#).

Our sweepstakes will reward 2020 Census-related videos with the highest visibility (or viral potential) and the highest impact (i.e., **ability to move people to respond to the census**).

### **Challenge details, Rules, & Cash Prize**

Sweepstakes START: 03/21/2020

Sweepstakes END: 05/16/2020

Each category will have a 1st place award of \$200 & 2nd place award of \$100  
A grand total of \$1200 cash & other items will be given away.

1. Photo must be original and contain at least one of the eligible participant groups
2. Video must be be 15 seconds to 3 minutes in length;
3. Video must be be fact-based and contain no misleading or false information;
4. Photo, video, and caption must include ***why the census is important and matters***

### **Eligible Participant Groups**

Males 16 to 70

Families & Single Mothers with Children under 5

Elderly residents over 65

Roommates / Untraditional living situations

### **HOW TO ENTER**

1. Create a post on Instagram or Facebook with a Photo or a 15 second video, with a caption that explains ***why the census is important and matters to you***
2. Tag @noboundaries21217 & @GetCounted on IG and No Boundaries on Facebook
3. Include the #hashtags below
  - #GetCounted
  - #Census2020
  - #NoBoundaries21217
  - #getcountedgetcash
  - #GCGCSweepstakes

## Video messaging guidance

- All videos *are strongly encouraged to*:
  - Contain a balance of emotional storytelling and clear, relevant, motivating information.
  - Speak to the tangible benefits of the census. For example, the census means funding for your community for critical services like hospitals, health care, education, roads, SNAP, and more. (See the “key facts” section of the Resource Guide and 2020census.gov to learn more about the benefits.) It also determines how many representatives your state will have in the House of Representatives; these are the people who will vote on issues that deeply impact your life and community.
  - The key message during this phase is that although the census will have kicked off in March, it’s not too late to respond.
  - During the reminder phase, census-takers (officially called “enumerators”) will start going door-to-door to collect responses
  - You can still respond online today before you get a knock on the door.

## Restrictions, Terms, and Conditions

1. Videos or descriptions exceeding the length requirements or submitted after the stated deadline may not be reviewed.
2. This sweepstakes is open to residents, teams, or organizations in 21216, 21217, and 21223 that can create a video that meets all of the requirements of this challenge.
3. To win a prize in the Sweepstakes, those entering Must agree to: (1) abide by the rules (2) submit their full contact information, video link, and video description;
4. Winners may not be an employee of No Boundaries Coalition, or an employee of a Nonprofit or any of the entities receiving State funds for the Maryland Census grant, while acting within the scope of their employment.
5. A submission may be disqualified if it provides inaccurate, incomplete, misleading information; or if any components of the video are deemed offensive, unsafe, inappropriate, or if it is not the original work of the creator(s) or infringes upon any copyrighted material that is not the original work of the creator(s).
6. Participants may be asked to provide additional confirmation of their eligibility to No Boundaries Coalition.
7. Agree that No Boundaries Coalition or any other associated affiliate has the applicant's permission to use their video, likeness, profile and/or story in all forms of media and all manners, including publications, web pages and other promotional materials. Applicant understands the circulation of the materials could be National and that there will be no compensation to the applicant for this use. Applicant waives any right to inspect or

approve the finished product, including written copy that may be created in connection therewith.

## Social Media Contest Post

### How to win!

No Boundaries Coalition is giving away \$1200 cash & more! To 21216, 21217, & 21223 residents, All you have to do is tell us ***why you completed your census form?*** In a short 15 second to 3 minute video. Make sure to tag @Noboundaries21217 & @getcounted, include; #GetCounted #Census2020 #NoBoundaries21217 #getcountedgetcash #GCGCSweepstakes

Participants with the most creative, impactful messages with the highest amount of views will have the greatest chance at winning. 2 Winners will be announced during our Facebook live Civics Saturdays! Every first and Third Saturday until June! 4/4/20 - 5/16/20

Please visit the link in bio for full Sweepstakes rules. Eligibility must be proven\* This giveaway is not sponsored, endorsed or administered by, or associated with Instagram

Funds for this Sweepstakes were made possible by the Maryland Census Grant.