



NEW! BONUS VOTE CHALLENGES

During the voting period (starting February 15th), your HBCU can participate in weekly challenges to earn a total of **185,000** extra votes. Which could get your HBCU even closer to a share of \$1,000,000!

Challenges may only be completed during their noted weeks. Additional votes will be reflected on the leaderboard the Monday following the challenge launch.

Bonus Vote Challenge #1

ORIENTATION

Week of February 15 – 21

Get **10,000 extra votes** by recruiting your HBCU to help Retool Your School reach 5,000 followers on both [Twitter](#) and [Instagram](#).

All HBCUs participating in the Retool Your School Program will receive 10,000 votes if, by 11:59 PM on Sunday, February 21, 2021, Retool Your School's (@HomeDepotRetool) Twitter and Instagram accounts each have at least 5,000 followers.

Bonus Vote Challenge #2

HOMECOMING

Week of February 22 – 28

25,000 additional votes will go to each participating HBCU that gets three alumni to share a 10-second video urging their school constituents to vote.

Each HBCU participating in this Challenge will receive a maximum of 25,000 votes if, by 11:59 PM on Sunday, February 28, 2021, a minimum of three alumni from each participating school will have posted a 10-second or longer video on their personal Twitter or Instagram accounts. To be eligible, alumni must include in their videos:

- A verbal mention of voting (e.g. "Go vote," "Vote now," etc.)
- A verbal mention of their alma mater

And must include all of the following in their social media captions:

- #HomeDepotRetool
- Your HBCU's designated hashtag (found on [RetoolYourSchool.com](#))
- #RYS21Homecoming

Bonus Vote Challenge #3

FINALS WEEK

Week of March 1 – 7

Earn **50,000 extra votes** when your HBCU administrator submits its Campus Improvement Proposal from March 1 to March 7.

Each HBCU participating in this Challenge will receive 50,000 votes if, by 11:59 PM on Sunday, March 7, 2021, authorized administrators from participating schools will have submitted their Campus Improvement Award Proposals via web portal. Authorized administrators should already have access to their respective web portals via their school's personalized opt-in URL (sent via email).

Bonus Vote Challenge #4

GRADUATION

Week of March 8 – 14

Participating HBCUs can get **100,000 extra votes** when they share 15-second videos of a school administrator urging constituents to vote on their HBCU's official Twitter or Instagram account.

Each HBCU participating in this Challenge will receive 50,000 votes if, by 11:59 PM on Sunday, March 14, 2021, each participating School will have posted a 15-second or longer video featuring an administrator urging their school constituents to vote on the school's official Twitter or Instagram accounts. To be eligible, administrators must include in their videos:

- A verbal mention of voting (e.g. "Go vote," "Vote now," etc.)
- A verbal mention of their HBCU's name

And HBCUs must include all of the following in their social media posts:

- #HomeDepotRetool
- #RYS21Graduation