



Susan Barber <sbarber@cnu.edu>

What team are you on?

1 message

Office of Alumni Relations <alumni@cnu.edu>

Tue, Mar 18, 2014 at 6:35 PM

Reply-To: alumni@cnu.edu

To: sbarber@cnu.edu

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Dear Captains:

As you may know, the University recently launched [Defining Significance](#): The First Comprehensive Campaign for Christopher Newport University. Through your support, and the achievements and dedication of everyone in the Christopher Newport community, CNU is well on its way to becoming one of America's pre-eminent public liberal arts and sciences universities.

To mark the launch of the Defining Significance campaign, we invite you to rally your classmates for a friendly social media tournament open to all Christopher Newport alumni.

The goal is to score as many points as you can between March 19 - April 8 by engaging with us in various ways on social media. All team members' scores will be tallied, and the team with the most points wins! All participants on the winning team will be entered in a raffle to win a fabulous grand prize - **AN iPad!**

Here are the teams:

Classes of 1961-79

Classes of 1980-89

Classes of 1990-99

Classes of 2000-13

Here's how the scoring works:

Follow @CampaignForCNU on Twitter	1 point (retroactive to Feb. 28, 2014)
Like Facebook/DefiningSignificance	1 point (retroactive to Feb. 28)
Like or share DefiningSignificance Facebook post/link/photo	2 points
Retweet @CampaignForCNU	2 points
Complete "How I Define Significance" form	10 points
Additional scoring opportunities	To be announced on social media

Scoring is retroactive to the campaign launch on February 28 where noted, and will run through 5 p.m. April 8, 2014.

Points are weighted based on number of alumni in each decade, so each team has the same chance at winning; however, the team that stays engaged throughout the tournament and gets the most Captains involved has the best chance to win!

Scores will be updated March 20, 24, 28, 31, April 7 and 8, and published at giving.cnu.edu. The winning team will be announced on April 11, with the grand prize drawing to follow. Did we mention that one lucky Captain will win an iPad?

So, get your crew together and have them join you in tweeting, liking and sharing your way to the top!

Follow tournament progress and learn more about the campaign at giving.cnu.edu.

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