

**dollar**  
Send our community's  
kids to college  
**days**

*Tigirlily*

**Tigirlily wants to come to YOUR school!**





## Guidelines 2013-2014

This is a fantastic opportunity for you to create awareness of your Dollars for Scholars chapter and provide a fun, wholesome event for the youth in your school. Tigirlily is a rapidly rising star on the music scene. Kendra and Krista, a country music duo, are 15- and 17- year-old girls attending Hazen High School. Their YouTube videos have received more than one million views.

Their recent single, "North Dakota," can be seen at

<http://www.youtube.com/watch?v=nXkCTHZJrsU>

This opportunity is sponsored by Bank of North Dakota's College Planning Center.

### **The contest**

Tigirlily will perform four concerts statewide in mid-late March, 2014. Each concert will be 45 minutes in length. The chapters receiving these concerts will qualify based upon the net profits per senior student for Dollar Days events held November 1, 2013 – January 31, 2014. One winner will be selected in each quadrant of the state. Chapters must raise a minimum net profit of \$1,500 to qualify.

Video of your school and students before, during and after the concert will be used in highlight videos featured on Bank of North Dakota's YouTube channel. One video will be created per school. What a wonderful opportunity to showcase your school!

Tigirlily will donate \$1 for each CD or t-shirt and other merchandise sold at the concert to the local chapter. You also may take a freewill offering at the door and run concessions to benefit the local chapter. Creative Treatment, the marketing company making the video, will provide security for the event.

### **Chapter responsibilities**

- Facilitate setting a concert date, time, and location for the concert in mid-late March, 2014. Your chapter determines if you invite only the high school students or open it to your community.
- Chapter cannot charge for the concert. A freewill offering may be taken at the door and concessions may be sold to benefit the local chapter.
- Insurance coverage is covered by the school and/or chapter
- Help promote the concert in your community

**Time period:** November 1, 2013 – January 31, 2014

**Qualifying events:** The event(s) should raise community awareness of the Dollars for Scholars chapter in your community. The **net profits per senior student** you report for the following events qualify for the amount to enter the contest. If you have questions about qualifying events, contact Janel Schmitz, NDDFS Board Member at [janelschmitz@nd.gov](mailto:janelschmitz@nd.gov) or 701.328.5880.

- Community dinners
- Dollar Days collection jars in local schools and businesses
- Bingo games
- Halftime activities at sporting events such as paying a dollar to try to kick a field goal
- Bowling events
- Donate a dollar at the cash register (business asks if you would like to donate a dollar when you check out)
- Any event that involves a gathering of people to support your chapter
- Note: If you have a previously established event, you may use this as a qualifying event.

**The proceeds from these activities may not be included.**

- General donations
- Endowments
- Memorial funds
- Mail campaigns
- Phone-a-thons
- Jeans day
- Raffle tickets
- Interest on CDs and bank accounts
- Game sponsorships where the local business pays to sponsor the game on behalf of Dollars for Scholars

**Materials:** Template posters and fliers are posted on the North Dakota Dollars for Scholars website. You may customize these for your chapter.

#### **Awarding of concert**

- A minimum net profit of \$1,500 must be raised by a chapter to qualify.
- The dollars raised per senior student will be used to determine the concert recipients. If there is a tie, a random drawing will determine the recipient.
- The form below must be submitted to Janel Schmitz at [janelschmitz@nd.gov](mailto:janelschmitz@nd.gov) by 5 p.m. on February 5, 2014.
- You will be notified by February 11 if Tigirlily is coming to your school!