



2024 TOOLKIT
**RETOOL
YOUR
SCHOOL**

HBCUs ARE
POWERED
BY PURPOSE

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ARE
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BY
PURPOSE

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HOW TO BUILD & PROMOTE YOUR VOTING CAMPAIGN

OPTIONAL: Use the Voting Content Planning Guide to build your voting campaign assets (social posts, flyers, copy examples, etc.)

VOTING

Let your community know they can vote on the website only.

<https://retoolyourschool.com/vote>

RULES

Visit the rules page to see what counts as a vote.

<https://retoolyourschool.com/rules>

CREATE

You can build and update your voting campaign now through the end of the voting phase.

Voting ends Sunday, March 24

Please contact retoolyourschool@waltonisaacson.com to address any issues or questions you may have.



2024 RETOOL YOUR SCHOOL TOOLKIT

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RETOOL YOUR SCHOOL IS BACK REPRESENT FOR YOUR HBCU

 **RETOOL
YOUR
SCHOOL**
POWERED BY PURPOSE



ABOUT RETOOL YOUR SCHOOL



We're excited for another year of The Home Depot Retool Your School program, developed to benefit our nation's treasured Historically Black Colleges and Universities.

The program strives to give back to our nation's HBCUs what they have so generously given to the communities they're part of: A strong foundation, renewed purpose and distinctive character.

The Campus Improvement grants give HBCUs an opportunity to make upgrades to their campuses.

Schools will receive funding based on a voting contest where schools compete against each other based on enrollment size. Cluster 1 includes schools with a student enrollment of 4,000 or more. Cluster 2 includes schools with a student enrollment between 1,201 and 3,999. Cluster 3 includes schools with a student enrollment of 1,200 or less. A total of 30 grants will be awarded this year.

- **1st Place:** Three \$150,000 grants (One in each Cluster 1, 2 & 3)
- **2nd Place:** Three \$100,000 grants (One in each Cluster 1, 2 & 3)
- **3rd Place:** Three \$80,000 grants (One in each Cluster 1, 2 & 3)
- **4th & 5th Place:** Three \$60,000 grants (One in each Cluster 1, 2 & 3)
- **6th & 7th Place:** Three \$50,000 grants (One in each Cluster 1, 2 & 3)
- **8th through 10th Place:** Three \$40,000 grants (One in each Cluster 1, 2 & 3)

All grants will be awarded based on consumer voting.
All government-accredited HBCUs are invited to participate. All votes are subject to sponsor verification



TOOLS FOR SUCCESS

Here are a few tools to help you run a successful Retool Your School campaign. It's important to increase awareness of your school's involvement to help excite your voting base.

WHAT YOU'LL FIND:

CUSTOMIZABLE AD SLICK

Use this as a flyer, mailer or ad to share the Retool Your School narrative and encourage your audience to vote. You can insert your HBCU logo and designated hashtag into the page to encourage your students, faculty, alumni and supporters to help you win a grant.

RETOOL YOUR SCHOOL SOCIAL HANDLES & HASHTAG

These will help you spread the word via Facebook, X and Instagram

Facebook [@retoolyourschool](#)

Instagram [@retoolyourschool](#)

X [@homedepotretool](#)

Hashtag [#retoolyourschool](#)

DIGITAL BANNERS

These can be inserted into email blasts, used on social networking sites, on your school's website or anywhere else your community members engage with you on digital platforms.

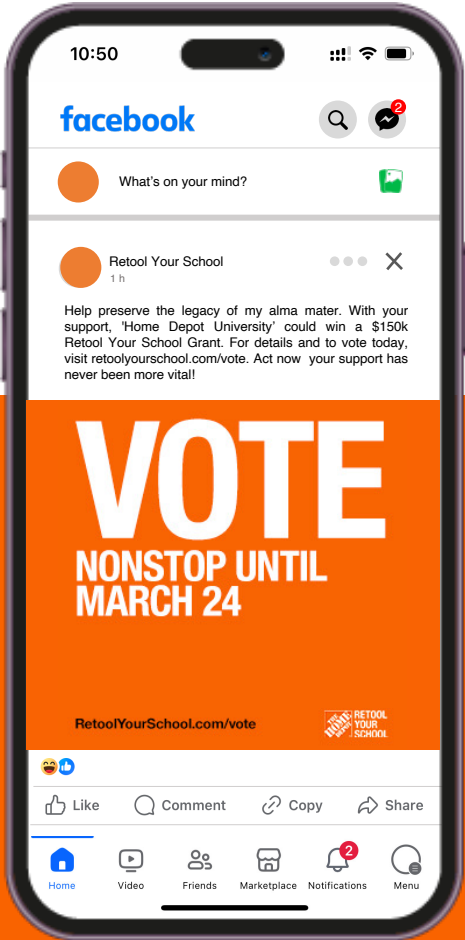
2024 TOOLKIT

SUGGESTED FACEBOOK, X & INSTAGRAM POSTS

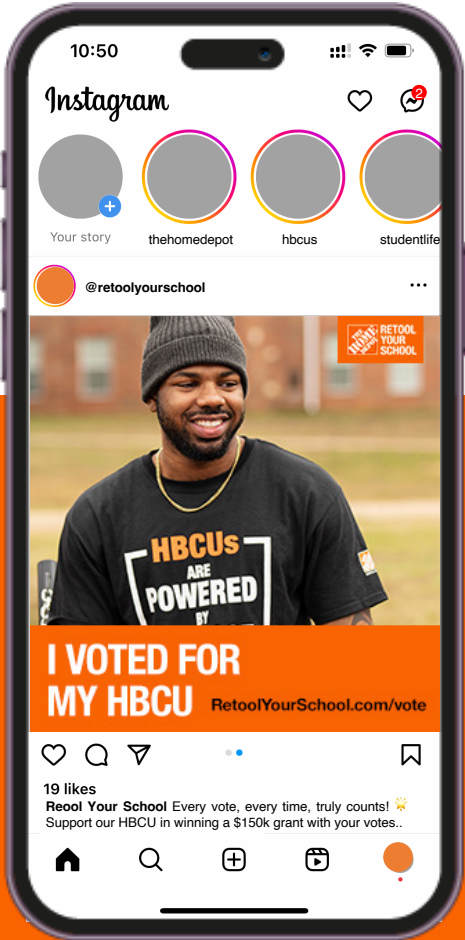


EXAMPLE POSTS

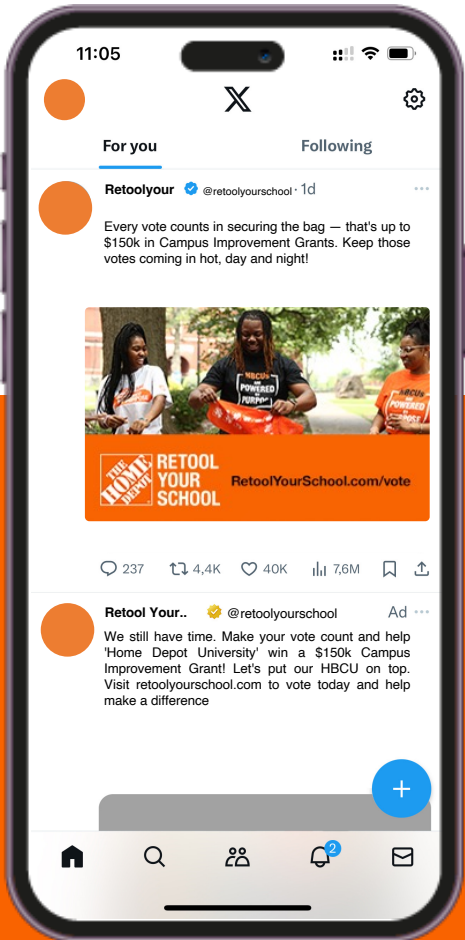
FACEBOOK



INSTAGRAM



X





STUDENT & ALUMNI SAMPLE POSTS



FACEBOOK

Help our hometown HBCU! Support “Home Depot University” in winning up to \$150k in Campus Improvement grants when you vote on our site today. Make your vote count by visiting retoolyourschool.com/vote now and continue voting to support our local HBCU through March 24. For more details, visit retoolyourschool.com/vote.



INSTAGRAM

Every vote, every time, truly counts! ✨ Support our HBCU in winning a \$150k grant with your votes. Guess what? There's no limit - vote as often as you want! 🚀 Head over to retoolyourschool.com/vote now and let's secure this win together. **#RetoolYourSchool**



X

Every vote counts in securing the bag — that's up to \$150k in Campus Improvement Grants. Keep those votes coming in hot, day and night! For more details, visit retoolyourschool.com/vote.



FACULTY/ STAFF & COMMUNITY SAMPLE POSTS



FACEBOOK

Help preserve the legacy of my alma mater. With your support, 'Home Depot University' could win a \$150k Retool Your School Grant. For details and to vote today, visit retoolyourschool.com/vote. Act now, your support has never been more vital!



INSTAGRAM

'Home Depot University' needs YOU to Vote, Vote, Vote! ✨ Support our **#HBCU** by voting online all day, every day, and help us win up to \$150k in Campus Improvement Grants! 🛠️💡 Head to retoolyourschool.com/vote to make your vote count. Let's make a difference together. **#RetoolYourSchool**

Shouting out to my fellow 'Home Depot University' alums! Keep the votes coming and help our **#HBCU** win up to \$150k in Campus Improvement Grants! Your vote on the website is key. Visit retoolyourschool.com/vote to help make our school proud.

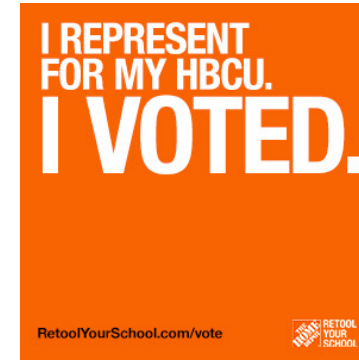
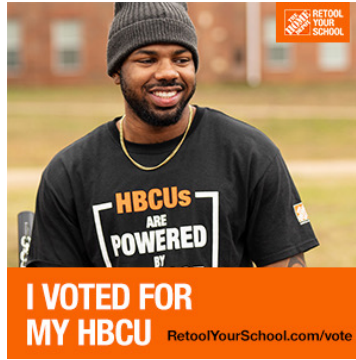


X

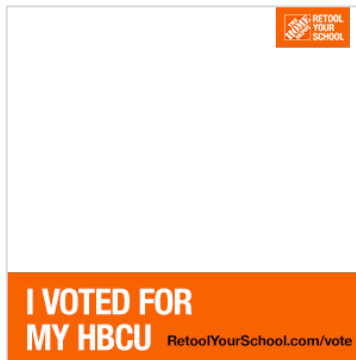
We still have time. Make your vote count and help 'Home Depot University' win a \$150k Campus Improvement Grant! Let's put our **#HBCU** on top. Visit retoolyourschool.com/vote to vote today and help make a difference. **#RetoolYourSchool**

ASSET LIBRARY FOR OPTIONAL USE

READY TO PUBLISH



ADD YOUR PHOTO



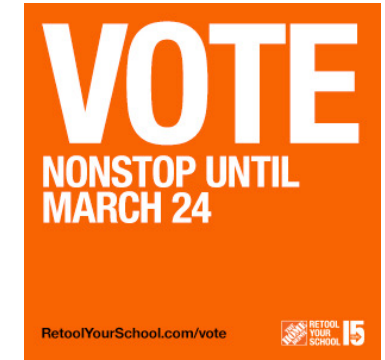
[Access Files Here](#)
SOCIAL



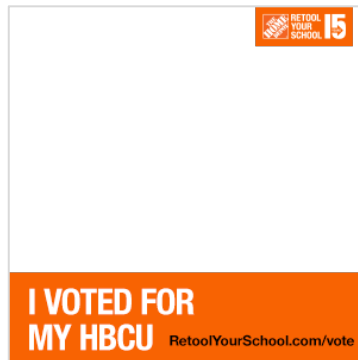
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15 YEAR INSIGNIA

READY TO PUBLISH



ADD YOUR PHOTO



[Access Files Here](#)
15 YEAR INSIGNIA SOCIAL



A photograph showing three individuals engaged in a construction activity outdoors. They are wearing orange hard hats and safety gear. One person is kneeling on the left, another is sitting in the middle, and a third is standing on the right, leaning over a concrete block wall. The background shows a clear blue sky and some trees.

2024 TOOLKIT

OPTIONAL PROMOTIONAL TOOLS

HOW TO CREATE YOUR CUSTOMIZABLE FLYER

1. Insert your school logo.
2. Print the flyer.
3. Pass the flyers around your campus.
For maximum exposure, be sure to post your flyers in high-traffic areas.
4. Vote for your school!



HELP YOUR SCHOOL WIN. VOTE NOW.

The Retool Your School program continues to elevate HBCUs in 2024 with \$2M in grants and new student opportunities. Check out the latest at retoolyourschool.com and vote for your HBCU to win big by March 24.



VOTE FOR YOUR HBCU



**SUGGESTED
HBCU LOGO
PLACEMENT**

[Access Files Here](#)
FLYER



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15 YEAR INSIGNIA

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**SUGGESTED
HBCU LOGO
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VOTE FOR YOUR HBCU



FOLLOW US

[Access Files Here](#)
[15 YEAR INSIGNIA FLYER](#)

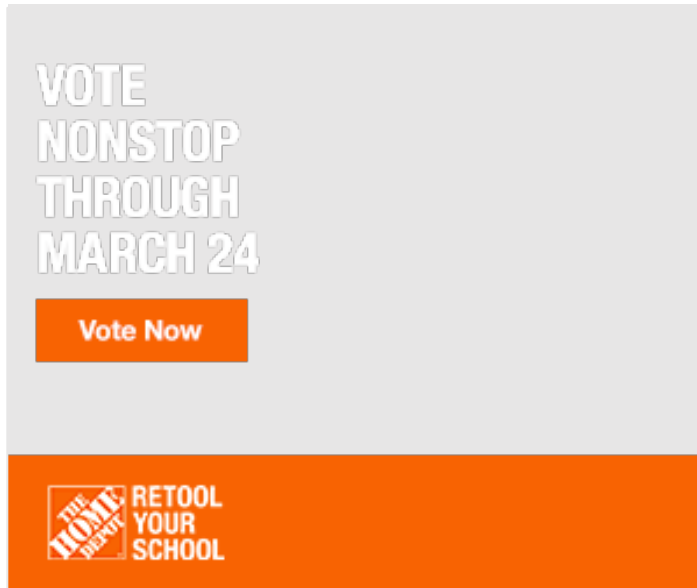


WEBSITE ASSETS

READY TO PUBLISH



ADD YOUR PHOTO



The URL to the voting page is: www.retoolyourschool.com/vote

[Access Files Here](#)
WEB BANNERS



WEBSITE ASSETS

15 YEAR INSIGNIA

READY TO PUBLISH



ADD YOUR PHOTO



The URL to the voting page is: www.retoolyourschool.com/vote

[Access Files Here](#)
15 YEAR INSIGIA WEB BANNERS





RETOOL YOUR SCHOOL

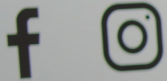
RETOOL YOUR SCHOOL

RETOOL YOUR SCHOOL



TAKE A FREE PHOTO
SHARE & TAG US

@retoolyourschool



@HomeDepotRetool



2024 TOOLKIT

RESOURCES AT A GLIMPSE

ASSET LIBRARY CHEATSHEET

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**THANK
YOU**