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### THE CHALLENGE

As part of the Fuel U 2017 campaign launch, Oakland is competing with other Michigan universities to sign up subscribers by the end of the year. Schools that sign up 100,000 new subscribers earn \$50,000. The school that secures the most subscribers earns an additional \$50,000.

### HOW YOU CAN HELP

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### WHAT DO YOU GET

You get the satisfaction of helping Oakland raise \$50,000 to help students, along with a free subscription to the new, video-centric digital media newsletter which offers bite-sized inspirational and informative videos from recognized thought leaders and under-the-radar experts.

### HOW TO SIGN UP

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