



## HOW THE CONTEST WORKS

*Laws of Life* Essay Contests have been launched a variety of ways, by individuals, local school districts, character education organizations, community and private foundations, local businesses and banks, YMCAs and other community organizations, youth groups (Boys and Girls Clubs), and civic groups (Kiwanis, Lions, and the Rotary Clubs). Regardless of how an essay contest is launched, almost all contests involve the participation of the local schools, both public and private, for a very simple reason — that’s where the kids are! Most contests take place in high schools and middle schools; however, contests are also frequently launched in elementary schools and colleges. Contact the Foundation for information on how the contest has been adapted for these different age groups.

Although no two contests are exactly alike, they all share some common components:

- ❖ An individual or organization interested in launching a contest contacts the Foundation for materials and ideas;
- ❖ The individual or organization either underwrites the contest or secures the needed funds locally;
- ❖ The individual or organization plans and promotes the contest within the local community;
- ❖ The individual or organization works with school officials to get teachers involved;
- ❖ Teachers learn how the contest works;
- ❖ Teachers introduce the contest to their students and encourage them to submit essays;
- ❖ Students turn in their essays by a deadline;
- ❖ Impartial judges from the community read and rank the essays;
- ❖ The prizewinners are announced at an awards banquet or reception.



*"When I read the essays each year, it is clear that the laws of life — love, generosity, patience and courage — 'live' in our community. All I do as the sponsor of the essay contest is encourage young people to write about these universal principles."*

— Contest Sponsor Leo J. Hawk,  
Chairman, Superior Metal Products,  
Lima, Ohio

## SPONSORING THE CONTEST

The *Laws of Life* Essay Contest is usually funded in one of the following ways:

- ❖ Sometimes a single individual hears about the contest and decides to personally donate the total funds needed to start a contest.
- ❖ In many communities a single individual may hear about the *Laws of Life* Essay Contest and decide to “champion” a contest. The contest champion begins to enlist a network of people — friends, business colleagues, and neighbors — to secure the needed funds to launch the contest.
- ❖ The contest is also frequently sponsored by a local business, community organization, or civic group. These organizations either directly contribute funds for the contest or take on the responsibility to secure the funding.

On page 54 of the Appendix, you will find a list of the kinds of organizations that often sponsor the essay contest. We encourage you to refer to the list as you think of those groups in your community that you could approach and involve in your contest.