

WIN A PRIZE!

VIDEO CHALLENGE

JANUARY

STUDENTS & STAFF:
Create a video “reel” showing your appreciation for the school, staff and students!



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INSTRUCTIONS

HOW IT WORKS

- Students and staff are challenged to create a video “reel” of someone (that could be you or a group) expressing appreciation for the school, a student or staff member, done in a creative way!
- Have students vote to select the best video(s) and award prizes.
- Choose just ONE option to run the contest.
 - **YouTube or Vimeo** - Create Playlist with all the videos - Most likes wins
 - **Facebook Contest** - Make one main post, then add each video to comments section for voting - Most likes wins

SUGGESTED RULES

- Max 1 minute video in horizontal format.
- “Clean” videos, no profanity.
- Entries can be uploaded to a Google Drive or Dropbox, then reviewed by the G-Force, confirming rules have been followed to qualify.
- Entries will be posted on social media for voting
- You may want to get parental permission to share student content publicly on your chosen social platform.) [PDF of Rules](#)

TASKS

1 - DECIDE # OF WINNERS & PRIZES

Decide how many winners and what they will win, based on your budget.

2- UP POSTERS!

G-Force puts up the posters to encourage participation. [Download Poster](#)

3 - MAKE ANNOUNCEMENTS!

G-Force will make announcements over the PA to gain excitement. [Download Announcements](#)

4- POST THE CONTEST ON SOCIAL MEDIA for voting.

5 - PROMOTE ON SOCIAL MEDIA

Person who handles social media can post the provided graphics and suggested text posts to promote to the community. (Optional) [Download Social Media Text](#)
[Download Social Media Graphic](#)

6 - SHARE IT!

Use Hashtag #CultureQuestJanuary

Post pix from the activity you did at your school to the [Utrust Coordinators Facebook Group](#)

BUDGET CONSIDERATION

Set aside funds for awards for the competitions. Amount and number of awards depend on school size.



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ANNOUNCEMENTS

Student 1: Hey [School Name], are you ready to get creative?

Student 2: Oh yeah! It's time for the Video Challenge, and this one's all about showing appreciation!

Student 1: That's right! We're challenging students and staff to create a video "reel" where you, or a group, express appreciation for the school, a student, or a staff member.

Student 2: And make sure it's creative!

Student 1: It could be singing, dancing, or just coming up with something totally unexpected!

Student 2: And here's the cool part—students will vote to pick the best videos, and the winners will get awesome prizes!
(Insert what your prize will be.)

Student 1: So grab your phone, get filming, and let's see what kind of appreciation you can spread!

Student 2: Who's gonna to take home the prize?

Student 1: Time to show what you've got, [School Name]! Let's make some epic appreciation videos!

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SOCIAL MEDIA

Use the pre-made graphic ([download here](#)) and the below text to copy and paste into your social media posts. Feel free to create your own social content around this Quest!

POST TEXT:

🎬 Lights, Camera, Appreciation! 🎬 We're throwing down the challenge: students and staff, grab your phone and make a video "reel" showing your appreciation for the school, a student, or a staff member—in the wildest, most creative way you can! 💡

🎭 Sing, dance, rap, or do something totally unexpected! 😄 The best part? Students will vote for their favorite videos, and yes—there are prizes up for grabs! 🏆

Parents and community members, you can do it too! The prize you'll win is knowing you made someone's day! 🙌

#VideoChallenge #AppreciationVibes
#CultureQuest #CultureQuestJanuary



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SUGGESTED CONTEST RULES

- **Original Content:** All videos must be the original work of the participants. No copyrighted material (such as music, logos, or videos) may be used unless you have permission.
- **Appropriate Attire:** Students must dress appropriately for school standards in the video.
- **Filming Location:** Videos must be filmed in a safe and appropriate setting. Do not film in restricted areas or while performing dangerous activities.
- **Deadline for Submission:** All videos must be submitted by _____, and late submissions will not be accepted.
- **Formats:** Acceptable formats for video submission should be MP4 or MOV. One Minute video in vertical format.
- **File Naming:** Name your files like this: [Student(s)Name_Grade].
- **How to Submit:** _____
- **Video Rights:** By submitting a video, participants grant the school permission to use the video on various platforms, including websites and social media.
- **Parent/Guardian Approval:** If students are under 18, a signed parental consent form must accompany the submission to allow the school to use the video.
- **Respectful Content:** All videos should promote positive messages, including kindness, appreciation, and respect for others. No profanity allowed.

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