



The EduGuide Challenge: Create Your Own “Drum Major” Video

Weeks before he was assassinated, the Reverend Dr. Martin Luther King, Jr. delivered his famous sermon, “The Drum Major Instinct,” in which he candidly shared how he wanted to be remembered after his death for his core purpose: giving his life serving others. It’s a call to dedicate our lives to making a better world.

Now it’s your turn to spread the call in the nonprofit EduGuide Challenge. Students in **grades 6-12** are invited to submit your own **1-5 minute video message by 11:59 pm ET on February 20, 2015** at www.EduGuide.org/challenge.

Finalists and the winner will be determined by a judging panel's evaluation of the quality of your message, YouTube video views, and public, online voting from February 23 - March 6. Winners will be announced the following week.

Criteria for Selection of Winners

- How clearly and compellingly you communicate your core purpose and what you want to contribute to the world, including how you will use your education to prepare you to contribute more to your community.
- How many online votes your video receives during the voting period, February 23 - March 6. Total YouTube video views will also be considered. The more you promote your video to your family and friends, the more views and votes you will receive.

Both traditional speeches and creative delivery styles are welcome. While Dr. King presented his message in a sermon, your video should be based on whatever inspires you to make a difference in people’s lives. Judges will take the student's grade level and chosen presentation style into consideration in selecting a range of winners. Group submissions will also be considered.

Materials to assist teachers and students in engaging with Dr. King’s message and promoting the EduGuide Challenge are available on the EduGuide Blog.

Prizes

- **\$100 Amazon gift cards:** up to 10 finalists will receive \$100 each as a Visa gift card. A group submission will receive \$100 total, to be divided fairly amongst the participants at their discretion.
- **A \$1,000 scholarship:** one grand prize winner will receive a \$1,000 college scholarship, to be donated to your education savings plan. If you do not have a savings plan, you will be asked to create one.

Enter your own video message about the legacy you want to leave for a chance to win a prize in the EduGuide Challenge: www.EduGuide.org/challenge