

THE RESPECT! CHALLENGE

2015 Overview

WHY ARE WE DOING THIS?

The RESPECT Challenge aims to generate participation in a national and regional Futures Without Violence competition designed to promote positive role modeling, healthy relationships, and respect. By celebrating the everyday heroes and role models in our lives who demonstrate respect in relationships, and in doing so lead by example, we are creating a positive platform for engagement where everyone has a role to play.

The RESPECT! Campaign was founded in partnership with Macy's with the intent to raise awareness and increase involvement among the general public about simple, positive solutions to problems that include: bullying, teen dating violence, child abuse, domestic violence and sexual assault. The premise of the RESPECT! Campaign is that healthy relationships are rooted in mutual respect, and that respect must be taught – through words and actions – from a very early age. In spotlighting those who model respect in relationships, we are drawing critical attention to the importance of positive role modeling as a key strategy to creating futures without violence.

THE 2015 RESPECT! CHALLENGE INVITATION – TWO WAYS TO PARTICIPATE:

WEEKLY CHALLENGE: Create fun gifs, memes and videos that promote positive, respectful behavior online. Individuals will be invited to enter the challenge via Instagram, Twitter, and Vine, using #gifRESPECT.

REGIONAL/NATIONAL CHALLENGE: Take a video or photograph of you and your friends showing respect to someone and share it at www.therespectchallenge.org.

2015 PRIZES:

Grand Prize Winner:

- \$5,000 Donation to school or non-profit of choice
- \$5,000 scholarship
- \$500 Macy's gift card
- VIP Trip to NYC for two, including airfare and hotel for Macy's July 4th Fireworks show

Twelve Regional Winners:

- \$2500 Donation to school or non-profit of choice
- \$2500 scholarship
- \$250 Macy's gift card

Weekly Instagram, Twitter and Vine prizes of \$100 will also be provided over the six-week duration of the competition.

TIMING:

Entry Period: October 13 – November 20, 2015
Final Winners Announced: December 11, 2015