

# Key Details of the Design Contest

## Details

- This contest is open to **any** college/university student in Michigan.
- Applications go directly to the state office, they are not turned into affiliates. Affiliates should still promote the contest in any way they can.
- Applications can be found on rtl.org under Resources, then under the School/Student tab.
- The award is given solely based on the design and the one-page creative statement.
- The designs **must** be submitted to the state as a **vector-based PDF**. This will allow our graphic design team to transfer them into our system and be able to print them onto merchandise. If a student needs help with this, have them contact Jazlyn Bailey at [jbailey@rtl.org](mailto:jbailey@rtl.org) or (616) 532-2300.
- **Students cannot win back-to-back years.** They can apply the next year if they do not win. If a freshman standing student wins, they can reapply as a junior standing student. This is to prevent students from winning multiple times.

## Deadlines

- Submit all materials for the Design Contest to the State Office by Friday, May 3, 2024 via email.
- Submissions should be sent to Jazlyn Bailey at [jbailey@rtl.org](mailto:jbailey@rtl.org).
- An announcement of the state winner will be on Friday, May 17, 2024.



# Promoting the Design Contest

1. Appoint a volunteer in your affiliate to oversee the promotion of the contest. This volunteer can announce the contest to colleges and make flyers and social media posts. This volunteer can also encourage more active college involvement in your affiliate while promoting the contest.
2. Announce the contest early. This gives students time to design and write their creative statement.
3. Contact local professors. See if you can get in touch with your local college prolife student groups.
4. Develop a flyer and social media post announcing the contest. Post it in churches and areas/businesses where college students spend time, such as coffee shops, or libraries. Post it on your social media accounts if you have any for your affiliate. Make sure to include the deadline and contact information on any materials promoting the contest. Flyers and social media graphics will be posted on our website for affiliates to use.
5. Many churches support the prolife movement and are willing to allow flyers posted in their lobby areas. Connect with college campus student ministries, or churches nearby the college campus.
6. Contact online college groups. Many online degree-seeking students typically have local networks or social media pages.
7. Connect with local college sports teams. College teams often try to volunteer together during the year and may be willing to help spread the word or participate themselves.

If you have any questions about the College Design Contest, you can contact Jazlyn Bailey at the Right to Life of Michigan State Office at (616)532-2300, or by email at [jbailey@rtl.org](mailto:jbailey@rtl.org)

