



## HOW THE CONTEST WORKS

*The purpose of the Come Alive Outside Movement is to simply create awareness with the intent of exposing every opportunity for an individual, family, business, and community to Come Alive Outside. The Come Alive Outside Challenge is a special opportunity for Alabama high school FFA students and their Auburn University Mentors to work together to create and implement a community initiative that helps others Come Alive Outside. There will be great benefits for every group of students that participate as they develop leadership skills, communication skills with each other and the community and the organizational skills that come from facilitating a project. John Deere will provide a \$1,000.00 scholarship to the Auburn mentor that has worked with the winning FFA chapter, and the winning chapter will receive a \$1,500.00 gift from John Deere.*

Below are the criteria to participate in the contest and how you can qualify as our grand prize winners:

1. Attend the webinar as a group on February 8th or gather to listen to the recording of the webinar that will be sent by email.
2. Meet with your students before February 15th and decide if you believe in what we are trying to accomplish with the Come Alive Outside Movement.
3. Return your "WE'RE IN!" registration form by faxing it to JP Horizons: 800-715-TEAM (8326) by Friday, February 15.
4. Review the Timeline of important events.
5. Hold your Brainstorming session (see sample agenda) and determine what type of Come Alive Outside Project you would like to do in your community.
6. Prepare your Project review, and someone on your team must attend the Auburn University workshop event on March 6th
7. Post your Project idea on the Come Alive Outside Facebook page by 3/15/13.
8. Begin your project planning and execution. Remember to take pictures and videos to convert into your Come Alive Outside video.

Presented by  
**JP Horizons**



Sponsored by  
**JOHN DEERE**

9. Post your 3-5 minute video documentary that tells about your Come Alive Outside project on YouTube. Choose “Unlisted” in the privacy option when uploading the video. This keeps it from being found in a general YouTube search and will allow you to grab the link and send it to JP Horizons for posting on the Come Alive Outside website. You will want to drive all traffic to the Come Alive Outside website for voting.
10. Submit the following to JP Horizons before midnight eastern time on May 10th:
  - Recount how you reached the community in one or all of the following ways:
    - Write up in local newspaper
    - Connect with community leader.
    - Engage a local contractor or business.
    - Communicate the Come Alive Outside message to your student body and faculty.
  - 500-word essay written by your Auburn University Mentor about the BEST THINGS LEARNED from your Come Alive Outside project.
  - The link to your YouTube video
11. Send everyone you know to the Come Alive Outside website to vote for your video and to learn more about the Come Alive Outside movement. Voting will take place between May 13 and May 24 at midnight eastern time.
  - Important voting rules: Everyone can vote ONE time only.
  - Brainstorm with your team about how you will strategically gain attention for your video. Consider organizations in your community, how you will reach out to classmates, faculty at your school and businesses, link to your social networking pages, etc.
12. The Chapter that has met all of the above criteria and gained the most votes on the Come Alive Outside website will be declared the winner and will receive their prize at the State FFA convention on June 5-8.
13. Celebrate your efforts to help the state of Alabama Come Alive Outside as you set the bar for communities across North America!

*"A world of facts lies outside and beyond a world of words."*

- Thomas Huxley

Presented by

**JP** Horizons



Sponsored by



**JOHN DEERE**