



YOUTH TOUR CONTEST

RULES - INFORMATION - DATES

All high school juniors in the area served by Northwestern Electric, regardless of whether their families are Cooperative members or not, are eligible to enter the contest.

Northwestern Electric selects the winners of the contest from students who submit a minimum of a 600-word essay and separate project marketing plan.

Essay – The essay topic is: If you were given \$500 to create a project for your community what would it be and why? Consider who/what the project would benefit, why it is important to you and/or the community, how would you accomplish your project goal from start to finish, how the funds would be used, etc.

Marketing Plan – For a project to succeed, people need to know about it! For this portion you may choose to create a 1.) Video, 2.) Flyer, 3.) Set of proposed social media posts (at least two posts). Please also include a brief explanation of why you believe this form of promotion will be successful in spreading the word about your project.

The deadline to apply is Thursday February 29, 2024.

From the overall scores the top four students are selected for a final judging, and they compete in an interview process in mid-March – those students will be contacted ahead of time. If possible, these interviews will be in person at the Cooperative headquarters in Woodward, OK. At that time, the students will present their project as a digital presentation (i.e. PowerPoint, Canva, Google Slides, etc.) to a panel of judges.

All four finalists will receive a \$500 scholarship. The top two winners have the choice of either the Youth Tour Leadership Conference trip to Washington D.C., or the opportunity to attend Leadership Summit in Oklahoma City. The next two winners receive the remaining prizes. The Youth Tour Leadership Conference is June 14-20, 2024. Winners of Leadership Summit attend the morning conference session in March of their Senior year (2025).

This plan is subject to change, but be assured, alternative awards or opportunities will be available to students regardless.

If for any reason a student would not have access to proper Wi-Fi or devices in order to complete their application or the interview process, please contact the Cooperative and we will make arrangements to assist the student.

Contact the Youth Tour Coordinator, Lyndsey Harvey, with questions at 580-256-7425.

GOOD LUCK!