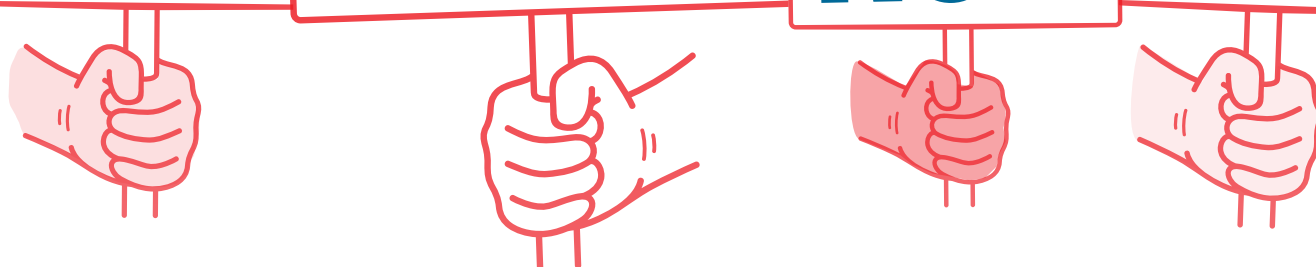


# WHAT WILL YOU RUN FOR?



You're passionate about a local issue or cause and are inspired to take action! Imagine you're running for mayor, city council, or state legislature so you can effect change. Now, in a persuasive 2- to 3-page essay, tell us about it!

## MAIL YOUR ENTRY TO:

Scholastic Inc.  
What Will You Run For?  
Student Essay Contest  
ATTN: SNP, Space 3-226  
557 Broadway  
New York, NY 10012

**DEADLINE: MARCH 29, 2020**

Entries must be postmarked by March 29, 2020, and received by April 13, 2020.

## CONTACT INFORMATION

Student's Name \_\_\_\_\_

Teacher's Name \_\_\_\_\_

Teacher's Email \_\_\_\_\_

School Name \_\_\_\_\_

School Address \_\_\_\_\_

School City \_\_\_\_\_

School State \_\_\_\_\_ School ZIP Code \_\_\_\_\_

School Phone \_\_\_\_\_

Grade \_\_\_\_\_

☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12

CONTEST RULES: NO PURCHASE NECESSARY. Void where prohibited. All students who are residents of, and currently reside in, the U.S. and D.C., and who are currently enrolled in grades 7–12 are eligible to enter, except for those who have family members employed by Levi Strauss & Co., Generation Citizen, or Scholastic Inc. and other related companies (see the Official Rules for a complete listing). Entries accepted in English only. Entry period: 12:01 a.m. ET on 10/28/19 to 11:59 p.m. ET on 3/29/20. Visit [scholastic.com/createchange/officialrules](https://www.scholastic.com/createchange/officialrules) for complete Official Rules and restrictions. In the event of prize unavailability, a prize of equal or greater value will be awarded as determined by the sole discretion of Levi Strauss & Co. and Generation Citizen. No cash substitutions for prizes. Prizes are nontransferable. ARV of Prizes: Student Prize (\$1,500); Teacher Prize (\$500).

## RUBRIC



# STUDENT ESSAY CONTEST

The contest judges will use the following criteria to pick the winning essays. Your teacher may also use this sheet to grade your essay assignment.

**Plan for Success:** Prepare for your essay to meet these criteria before you begin writing.

Criteria: What Does a Winning Essay Look Like?	Possible Points	Points Earned
<b>1 Content/Components</b> The essay includes all required components within 2–3 pages. All components fit the theme to form a cohesive, clear message: <ul style="list-style-type: none"> <li><b>Issue Description</b> A description of your chosen local issue (or an issue you will address on a local level)</li> <li><b>Issue Explanation</b> An explanation of how the issue impacts you and/or your community</li> <li><b>Persuasion</b> A persuasive argument on behalf of the cause</li> <li><b>Choice of Office</b> The local government office you would run for to help effect this change most efficiently (mayor, city council, or state legislature)</li> <li><b>Goal</b> A realistic goal you plan to achieve that will help address your issue or cause</li> <li><b>Plan</b> An explanation of how you would use your position to interact with other members of government and the community and achieve your specific goal</li> <li><b>Supporting Information</b> Facts and details to support explanations and arguments</li> </ul>	20	
<b>2 Persuasiveness</b> The essay makes a clear and compelling argument in favor of your cause and for your proposed plan to help your cause. The argument is thoroughly supported by relevant facts and details.	10	
<b>3 Organization/Presentation</b> The essay features an argument that is organized to follow a logical progression of ideas. The essay is neatly formatted and exhibits no grammar or spelling errors.	10	
<b>4 Creativity</b> The essay contains ideas and solutions that are innovative. Your essay demonstrates a mastery of the facts and themes by finding solutions through innovative means.	10	
<b>TOTAL POINTS</b>	<b>50</b>	