

Young Adult ProLife Design Contest 2025

The Award:

Right to Life of Michigan will award the winner their design available on the Right to Life of Michigan online store, along with a \$100 cash prize and a T-shirt with their design on it.

Purpose:

For creative minds to craft prolife designs that resonate with the value of respecting and protecting life at every stage. This contest seeks to engage our college community in fostering awareness and prolife perspectives through innovative and thought-provoking merchandise designs.

Eligibility:

Any young adult age 18-25 in Michigan.

Selection:

Selection criteria include the student's application, their design, and their creative statement. Applications, the design, and the creative statement will be judged by a state committee for consideration. Applications, the design, and the creative statement must be submitted by **May 30, 2025**. The winners will be selected by the state committee and announced on **June 6, 2025**.

Rules:

- The design must be created digitally. We would recommend Canva, Adobe (InDesign, Illustrator, Photoshop), or CorelDRAW.
- Designs must be submitted as a vector-based PDF.
- All designs must be original creations of the contestant. Submissions must not contain profanity, trademarks, any other organization's logo, or any copyrighted works of any other person, business, or nonprofit.
- The winning designer agrees to allow Right to Life of Michigan to use their design, free of charge, for any and all printing and promotional purposes.
- By submitting an entry, you are agreeing to all contest rules.
- The application, the design, and the creative statement must be submitted to the state office by the student. The application will be judged on a variety of ideas including the promotion of a culture of compassion, advocacy, open-mindedness, and a sense to encourage meaningful conversation about prolife topics.

Submit applications, the design as a vector-based PDF, and the creative statement to migenleads@rtl.org on or before May 30, 2025.

If you have any questions, contact the MiGen Leads Coordinator at migenleads@rtl.org or (616) 532-2300.



Application

Name:

Address:

City:

Zip Code:

Phone/email:

College/University (if applicable):

Year in College:

Name of your prolife group (if applicable):

Email to State Office:

(1) The application

(2) Your design as a vector-based PDF

(3) A creative statement explaining your design (one page)

I certify that this information is true, complete, and accurate. I authorize the release of this information to verify this application and for publication if chosen as the winner. By signing, I agree that if my design is chosen, to allow Right to Life of Michigan to use my design, free of charge, for any and all printing and promotional purposes, and that this is my own, original work.

Signature:

Date:

Printed Name:

Deadline: Friday, May 30, 2025.



Creative Statement

Name:



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.
- **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 30, 2025 via email.**
- **Submissions should be sent to migenleads@rtl.org.**
- **An announcement of the state winner will be on June 6, 2025.**



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 young adults 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 to be posted in their lobby areas. Connect with college campus student ministries, or churches near 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 Young Adult Design Contest, you can contact the Right to Life of Michigan State Office at migenleads@rtl.org or (616) 532-2300.

