**Running a Challenge – Learnings and Best Practices**

**Apps for Healthy Kids**

Entries

Encourage team participation

Clearly define who is and is not eligible up front in the rules

If kids are allowed to enter, a parental consent form is needed because minors are not able to agree to the official rules on their own

Rules

Clearly outline all contest parameters in the rules, including, but not limited to:

o Who is eligible

o Who is sponsoring the contest

o All important dates (submission period, judging period, announcement of winners, etc.)

o How to enter

o Submission requirements

o Submission rights (who owns the intellectual property rights of the submission)

o Judges (their relatives are not eligible, so it is important to name them)

o How winners will be selected

o How winners will be verified

o Prizes and prize money

o Entry conditions and release (contestants must agree to official rules, sponsor has the right to publicize winner’s name, etc.)

o General conditions (sponsor has right to cancel, suspend, modify contest due to factors beyond their control, sponsor can disqualify a contestant that breaks the rules, etc.)

o Limitations of liability (sponsor is not liable for errors, technological problems, etc.)

o How legal disputes will be handled

o Privacy policy

Allow plenty of time for legal review and revision

Avoid changing the rules once the contest launches

Prizes

Structure the prizes so there are multiple winners to encourage participation

Consider offering prizes for special groups that you would like to encourage to participate but may be at a disadvantage competing against more experienced contestants (e.g. students, kids, etc.)

Allocate prize money in a logical, stepwise fashion

Consider partnering with companies/organizations that can add to the prize purse and assist with promotion

Judges and Judging

Select an odd number of judges, in case there is a tie

Select a variety of judges, with respect to demographics and expertise

Consider including members of your target audience on the judging panel

Select about 5-7 judges to make the process most manageable

Do not assign percentages to judging criteria as this can cover-complicate the judging process