

# The WPA *Perfect Pitch* for Contests

## The Framework for Success in Postsecondary Writing

### Two Contests to Spread the Word

Why we need to promote *The Framework*?

*The Framework for Success* is a fantastic document that has been crafted to appeal to a variety of secondary and postsecondary stakeholders: students, teachers, administrators, parents, business leaders, and political representatives. But if no one knows that it exists or what it says, it can't do its job. For this document to succeed, we need your help and your creative ideas to spread the word about the *Framework*. You will find the *Framework* at <http://wpacouncil.org/framework>.

To inspire and collect WPA members' promotional ideas, we will hold two contests:

#### Elevator Pitch

In a two-minute elevator ride, you have a captive audience. How can you use that opportunity to promote the *Framework*?

For the Elevator Pitch contest, you compose a two-minute (or less) speech to explain the *Framework* and to encourage your audience to find out more. Record your Elevator Pitch and upload it to the CWPA YouTube.

#### Rules:

1. Pitch must be 2 minutes or less.
2. Pitch must name *Framework*, engage your audience, and send them off wanting to know more.
3. Pitch must address a specific audience: parents, students, politicians. When you send your invitation to view your YouTube video, state who your audience is.
4. Pitch must be uploaded by Monday, June 27 by Noon (EST). <http://www.youtube.com/user/CWPAadmin>

#### Bumper Sticker Contest

Bumper Stickers aren't just for car fenders anymore . . . they go on your laptop, your office door, or your department photocopy machine!

For this contest, design a bumper sticker that compels its viewers to ask, "Hey, What is *The Framework*?"

#### Rules:

1. Bumper sticker must catch a viewer's attention, introduce the *Framework*, and direct them to more information.
2. Bumper sticker must be designed on a 4" X 10" format.
3. Bumper sticker must be limited to 3 colors.
4. Bumper sticker must be downloaded to the WPA Facebook site as a .pdf or .jpg. [www.facebook.com/group.php?gid=106575940874](http://www.facebook.com/group.php?gid=106575940874)
5. Bumper sticker must be submitted by Monday, June 27 by Noon (EST).

A Grand Prize will be awarded to a person who submits both a superior Elevator Pitch *and* Bumper Sticker. Separate First Prizes will go to a great Elevator Pitch and Bumper Sticker.

Grand Prize for Combined Contest Winner: iPad



#### Criteria for both Perfect Pitch Contests

Conveys compellingly the Who, What, Where, Why, and How of the *Framework* • Makes an impact • Has a "hook" • Promotes memory • Encourages learning more • Approaches topic creatively • Uses interesting imagery, metaphor and/or stories • Communicates primary points • Creates excitement • "Pops"

1st Prizes for Elevator Pitch & Bumper Sticker: Kindles



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2<sup>nd</sup> Prizes:

T-shirts with Winning Bumper Sticker Logo

#### Finding Help for the Perfect Pitch Contests

You can find helpful resources for both of these contests at the following sites:

The SPIN Project  
Frameworks Institute  
Prezi  
Creating Voiceovers

<http://www.spinproject.org/>  
<http://www.frameworksinstitute.org/>  
<http://prezi.com/>  
[http://www.youtube.com/watch?v=q2L\\_gR26z-0](http://www.youtube.com/watch?v=q2L_gR26z-0)