

Organizing a 4-Way Test Essay Contest

Rotary District 5520

Revision Date: 8-20-2009

Dear Rotarian,

Thank you for your interest in the 4-Way Test Essay Contest! It's great that you are making the effort necessary to conduct this project. There are as many ways to tackle this project, as there are clubs in the district. Each club must decide what is the best way to get the essays completed and turned in to you. The attached material should get you started thinking about how you may wish to conduct your contest. The main hurdle will be getting a willing contact in the schools. If you can get a counselor or teacher involved, your project will be much easier. Hopefully, you or someone in your club will have a contact in the schools.

A rule change was made in 2008/09 to reflect that students **can use a computer, type or handwrite the essay**. We are asking that essays be written in a timed and controlled environment. The following outline and sample forms are designed to facilitate your setting up a 4-Way Test Essay Contest in your community's schools. I hope you find them useful. Good Luck!

—**Jill McQueary**, District 5520 4-Way Test Chairman

Contact information:

Jill McQueary

4429 Bella Vista Circle

Farmington, NM 87401

Home: (505) 326-0187

Mobile: (505) 860-5165

Email: jmcq2@yahoo.com

Purpose of Contest

To provide an opportunity for youth through written expression to explain their understanding of the concept of the principles in the 4-Way Test as it relates to their life, their experiences and / or society in general.

Time Schedule

October-December - contact school(s) and request their participation in your contest. Send announcements to English teachers and/or counselors at all area middle schools announcing contest. Include the following information:

- 1) Who is eligible to compete?
- 2) Rules
- 3) Copy of the 4-Way Test
- 4) Copy of scoring sheet
- 5) Prizes
- 6) Deadlines & dates of competition stages
- 7) Winner obligation at each stage
- 8) Entry forms
- 9) 4-Way Test resource information
- 10) Sample essay

January - Your groundwork should all be done. The contest officially starts. Advertise, promote and encourage—whatever it takes to get the contest active. Decide on a deadline for all entries, usually about the first or second week of February. While the contest is going on, decide who will judge the essays and how. Use an impartial system for the judging to avoid any problems. Keep pushing the contest. Remember to follow-up to see if it is going well.

February - Have all essays turned in by February 15th. This will give the judges about 2 weeks to judge and get them back to you. By March 1st you should have the names of your 3 winners - 1st, 2nd, and 3rd.

March - This is your time to celebrate the winners! Have them come to your club with their families to read their essays and to get their awards and recognition from your club. Play it up - have a good time - make the kids and their parents proud. Pick out the BEST ONE essay and get it to the District 4-Way Test chairman no later than March 13th. Your job is done. The District chairman will, of course, have his own unbiased system to pick out the top three district winners.

April - By April 5th the district chairman will know who the top three winners are. This will give him time to have plaques made to be ready to present at the District convention in Santa Fe, NM, May 6-9, 2010.

Theme

The theme for this year's essay is –

“How Can Applying The 4 Way Test In My Life Now Influence My Future?”

Eligibility

Only eighth grade students are eligible to enter this competition.

Rules

The essay may be handwritten or the student may use a computer or typewriter in a timed and controlled environment. The essay must be written on one side of the paper, consisting of 300 to 500 words. The student's name, school, town and sponsoring club must be on a front cover page of the essay. Also, a club contact must be provided in the cover letter with the essay. The essays will be judged mainly on thought and content; however, spelling, correct grammar, and punctuation will be taken into consideration (see judge's score sheet included in this pamphlets).

Prizes

The district awards will be \$400, a plaque and \$50 travel allowance to the District Convention for first place; \$200 and a plaque for second place; \$125 and a plaque for third place. Certificates will be awarded for Honorable Mention to other students that submit outstanding essays. Of course, each club should have their own award ceremony with awards given.

Attachments:

1. Rotary 4-Way Test Description
2. Sample Essay Contest Promotional Flyer
3. Sample Letter to School Contacts
4. Sample Judging Form
5. Sample Contest Entry Form
6. Sample 4-Way Test Essay



The 4-Way Test Association, Inc.

1. Is it the TRUTH?
2. Is it FAIR to ALL Concerned?

3. Will it Build GOODWILL and Better Friendships?
4. Will it Be BENEFICIAL to ALL Concerned?

The 4-Way Test consists of 4 short questions, 24 words, which can make a difference in our lives. It reads -Is it the Truth? Is it fair to all concerned Will it build goodwill and better friendships? Will it be beneficial to all concerned?

There is a great difference between winning success and being a success. The 4-Way Test helps us as we go about choosing and acquiring our desired prizes to keep our inner eye open to what we are becoming, not just the prizes we strive to acquire.



Herbert J. Taylor

The Test does not provide the answers in itself, but encourages creative and effective solutions in problem solving situations. Its application is in the world of human relationships. Interestingly enough, no matter how technologically astute we become, nothing can really be accomplished in this world except through people-ourselves and others working, playing, communicating, trusting each other. Used, The 4-Way Test can create an attitude and atmosphere in which people can better relate, share and implement ideas.

The 4-Way Test is translated into the language of more than a hundred countries and sits on the desks of more than 1 million business and professional leaders around the world. This international chain reaction began in 1932. Herbert J. Taylor, author of The 4-Way Test, had just become president of Club Aluminum Products Company in Chicago, Illinois. The company employed 250 people, was bankrupt - over \$400,000 in debt, in the midst of what is today known as The Great Depression.

Mr. Taylor was a Christian man who believed that in right there is might. He believed that ethical conduct played an important role in relationships. He felt that if the company's leadership and its employees were encouraged to think right, they would act right. What was needed was some sort of ethical yardstick, which they could easily memorize and apply to what they thought, said or did in their relations with other people. This, he felt would facilitate right action on the part of the company. In answer to prayer one evening came The 4-Way Test. He tried it out himself for sixty days, and found it very enlightening. Quite a few of the company's current business practices did not seem to stand up under its scrutiny. After 60 days, Mr. Taylor, himself a Methodist, discussed it with four of his department heads, by faith, a Christian Scientist, a Roman Catholic, an Orthodox Jew and a

Presbyterian. He asked, "Is this test contrary to anything in your faith?" The answer was no and they agreed to memorize and use the test in their business decisions. Soon the company adopted it as its official policy of business conduct. He had the test copyrighted.

Five years later the company paid off the last of the \$400,000 debt with interest and distributed over a million dollars in dividends to stockholders, in spite of the continuing Great Depression. The company gained much more from its use than the acquisition of a good financial statement. It helped them win friends, build goodwill and inspired confidence not only in their own internal management/employee relationships, but also in the company's relationships with business associates, suppliers and customers. It helped each individual become a better person and better citizen.

In the late 1940's it was adopted by Rotary International and became a vital part of their Vocational Services programs. In 1959 Mr. Taylor founded a non-profit organization The 4-Way Test Association, Inc. to promote and assist in its use within the larger business and political community. None of the Association materials carry any logo except that of The 4-Way Test. Over the years beginning in the 1950's there have been several city/community-wide 4-Way Test campaigns with the active participation of many organizations within each city and / or metropolitan area. It has been introduced into schools, governments, businesses and homes as a stimulus for building better communications and stronger more effective relationships between people.

Mr. Taylor died in 1978, but his legacy of The 4-Way Test continues to grow.



In the summer of 2002 Rotary International District 6290 and The Christian Workers Foundation erected a full-size bronze statue to honor Mr. Taylor at the intersection of and Spruce Street in Sault Ste. Marie, MI. Betsy Demaray, District Governor RI District 6290 2000-2001, headed up this effort to honor a native son of Pickford and the greater Sault Ste. Marie, MI area. It took a little over 5 years to complete the project.

The Association that Herbert Taylor founded is alive and well

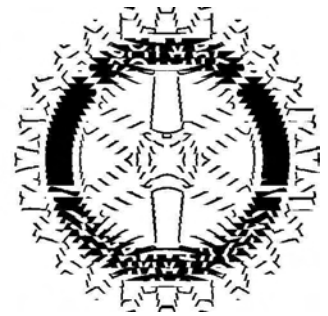
at web site: 4waytest.org Log on for more information about the 4-Way Test including history, material, gifts, t-shirts, etc. You may want to look for an award on this site to give to your essay contest winners.

SAMPLE FLYER

Do you have the **WRITE** stuff?

Win
up to
\$400!

The Rotary Club of
Franklin Mountains
is sponsoring



The 4-Way Test Essay Contest

- 1 - Is it the truth?
- 2 - Is it fair to all concerned?
- 3 - Will it build goodwill and better friendships?
- 4 - Is it beneficial to all concerned?

Prizes

1st Place - \$100 2nd Place - \$50 3rd Place - \$25

Open To All Eighth Graders

Rules

The essay must be handwritten or typed in a timed and controlled environment. Essays must be written on one side of the paper, consisting of 300 to 500 words. The student's name, school, town and sponsoring club must be on a front cover page of the essay. The essays will be judged mainly on thought and content; however, spelling, correct grammar, and punctuation will be taken into consideration. The theme for the essay is "How Do I Share the 4-Way Test With My Family and Friends On a Daily Basis?" Your in-school contact is Mrs. Jones, the school counselor. Winning in your school will qualify you to enter the Rotary District 5520 4-Way Contest, which has a first prize of \$400, second prize of \$200 and a third prize of \$125. Start writing and...**Good Luck!**

Pick up an official entry packet from your school
guidance counselor!

SAMPLE LETTER

Sample letter to school contact

Use your letterhead

Date

To: School contact (use name if possible)
School name
School address

Re: Your participation in our upcoming 4-Way Test Essay Contest

Dear (name)

Is it the truth?
Is it fair to all concerned?
Will it build goodwill and better friendships?
Will it be beneficial to all concerned?

This Rotary 4-Way Test consists of 24 words which can help young people create an attitude and atmosphere in which to better relate, share and implement ideas. The Test asks us to consider these 4 questions when making decisions about what we think, say or do. (See "What is the 4-Way Test?" background sheet). The theme this year is "How Do I Share the 4-Way Test With My Family and Friends On a Daily Basis?"

This essay contest provides an opportunity for youth through written expression to explain their understanding of the concept of the principles in the 4-Way Test as it relates to their life, their experiences and / or society in general. That's the official purpose of the contest, but the real purpose is to get kids thinking about principles of truth, justice and a caring regard for our neighbor in our relationships with each other. As you can see, we choose a current theme that kids need to think about.

This paragraph should explain who will judge the contest, give a timetable for entries, explain that you will provide Student Entry Packets for contestants, and when you will supply them to the school.

This paragraph should explain the awards from your club and from the district and any requirements for the winners such as attending your meeting and the district convention, if they are one of the top three in the district.

Only eighth grade students are eligible to enter this competition.

The essay must be handwritten or typed in a timed and controlled environment. Essays must be written on one side of the paper, consisting of 300 to 500 words. The student's name, school, town and sponsoring club must be on a front cover page of the essay. Also, a club contact must be provided in the cover letter with the essay. The essays will be judged mainly on thought and content; however, spelling, correct grammar, and punctuation will be taken into consideration (see judge's score sheet included in this pamphlet).

This paragraph should give a very brief history of your club and involvement in the community. You may list some of the past 4-way test winners your club sponsored.

This paragraph should ask for their participation.

Thank you. I will call you in the next week or so to personally answer any question you may have and to give you any assistants you may need.

Sincerely,

Your name

SAMPLE JUDGES FORM

Contestant Number _____

Contestant Name _____

Fits criteria for test

number of words (0-5)
appearance, neatness, legibility (0-5)
cover page completed correctly (0-5)

Language

spelling (0-5)
punctuation (0-5)
grammar (0-5)
choice of words, clarity and expressiveness (0-5)
flair and color of writing style (0-5)

Content

Introduction - captures reader's attention and establishes theme of essay (0-15)

Development - ideas presented, supported and explained in clear logical order with smooth transitions (0-15)

Conclusion - emphasizes theme in essay leaving reader with a clear, concise message or point of application (0-15)

Thought - essay shows an ideological grasp of the theme and of the application of the 4-way test to its solution

Maximum possible points (0-15) 100

Date _____ Judge 1 Name _____ Score _____

Date _____ Judge 2 Name _____ Score _____

Date _____ Judge 3 Name _____ Score _____

Date _____ Judge 4 Name _____ Score _____

TOTAL SCORE _____

SAMPLE ENTRY FORM

4-WAY TEST CONTEST OFFICIAL ENTRY FORM

Contestant's Name _____

Mailing Address _____

Home Phone No. _____

Name of School _____

City _____

Contestant Release and Certification Agreement

With my signature I indicate my willingness to have the text of my essay reproduced in any form. I also agree, if I should be a winner, to attend any award ceremony, if at possible.

Contestant Signature

Date

Instructions:

This entry form, along with three copies of your essay, should be turned in to _____ no later than January 15th to be eligible. The essay must be legibly handwritten. Typewritten essays **will not** be accepted. Essays must be written on one side of the paper, consisting of 300 to 500 words. The essays will be judged mainly on thought and content; however, spelling, correct grammar, and punctuation will be taken into consideration. If you have any questions, please contact _____.

Attach three copies of your essay to this entry!

SAMPLE OF A 4-WAY TEST ESSAY

The theme for the below essay was “How the Four Way Test can Improve Government”

First Place, Jamie Thompson, Lynn Middle School, Las Cruces, NM, sponsored jointly by the Rotary Club of Las Cruces and the Las Cruces Mesilla Valley Rotary Club.

In the words of Margaret Mead, “Never doubt that a small group of thoughtful, concerned citizens can change the world. Indeed it is the only thing that ever has.” Ms. Mead must have been a member of the Rotary Club. Back in 1932, Rotarian Herbert J. Taylor created the Four-Way Test, which serves as a simple guide for business and their employees. Have you ever questioned the ethics of our government officials? Do you lie awake at night wondering how to improve the government? Why not apply the Four-Way Test?

This test asks four simple questions, all of which must be answered in the affirmative before a person or government can proceed any further.

Is it the truth? This is something every government spokesperson should ask themselves before making any type of public statement. We are currently on the verge of war with Iraq. President Bush feels that the Iraqi leaders have lied about weapons that they possess. If only the Iraqis would come forward and tell the truth a potential war could be avoided.

Is it fair to all concerned? Lawmakers should ask themselves this question before passing a bill into law. In Las Cruces, there has been much debate about anti-smoking laws. Non-smokers are concerned with the dangers of second hand smoke. Others are in favor of smokers being able to exercise their personal freedoms. Before antismoking laws are passed, all of these positions must be carefully considered.

Will it build goodwill and better friendships? Our government is always striving to achieve this, both in our own country and with all of the people who share the earth with us. In addition to problems with Iraq, our country is also concerned with the dangerous situation in North Korea. The United States government needs to work harder to promote goodwill and peace throughout the world.

Will it be beneficial to all concerned? This is probably the most important question to ask. This question can determine the benefits of something as simple as approving new construction in a city, to something as complicated as the decision to wage war in a foreign country. The government must always do what is best for everyone concerned. The Rotary Club’s Four-Way Test has helped the success of many businesses grow to an even higher level for many years. The questions may seem simple, but provide easy guidelines for people to follow. If the answer to any one of these questions is no, a person must stop right there and cannot proceed any further. Since the Four-Way Test has been so helpful to private industries, why not use these same concerns to help improve the government?