

## Examples of Community Challenges

A Community Challenge is a community-wide project centered on the unique features of the region, with a focus on bringing diverse people together in ownership and belonging around a goal.

### United Way 21-Day Equity Challenge

- **Description:** Participants were invited to sign up to participate in the challenge that centered on a self-guided journey examining the history and impacts of racism and how it shapes people's lived experience in their region. Participants received a free morning email prompt with readings, videos, or podcasts. They were encouraged to explore the materials on their own, with friends and family, or as an organization.
- **Need addressed:** Communities build community awareness of the ways that bias, prejudice, privilege, and oppression show up in our work and lives.
- **Service:** Participate in in-person dialogues and social media conversations with a shared hashtag #unitedforequity to increase awareness and networking centered on equity.
- **Resource:** [21-Day Equity Challenge Catalogue](#)

### 4-H Extension "Dare to Serve" Challenge

- **Description:** Each county was invited to carry out a youth-led service challenge. 4-H groups across the state designed projects and pledged to do them during the Dare to Serve initiative. They were challenged to turn a county map of Michigan green with pledges to serve. Awards were offered for creativity and impact.
- **Need addressed:** Youth identify a need and make a positive difference with their time and talent.
- **Service:** Youth get to decide what community service project they do during the Dare to Serve initiative. An example youth-led project involved intergenerational volunteering to set up "[little free libraries.](#)"
- **Resources:** [Dare to Serve 4-H Michigan](#) and [MSU Virtual Community Service Projects](#)

### Ice Bucket Challenge

- **Description:** In a social media promotion, people were challenged to either soak themselves with a bucket of ice or donate to the ALS Foundation. The campaign spread like wildfire and raised years of funding for the foundation.
- **Need addressed:** Raise research funding to find cure for a deadly disease.
- **Service:** Participants tagged their friends on social media to create a viral advocacy and fundraising campaign for research on ALS.
- **Resource:** [ALS Foundation](#)

### Summer Youth Art Project

- **Description:** Community members and visitors have passports to view youth-created, themed art projects around town at sponsoring organizations. The art and organizations raise awareness of a need, and visitors "vote" with dollars for art and the associated needs.
- **Need addressed:** Awareness of community organizations and funding for specific needs.
- **Service:** Youth create art to raise awareness of a community need; community participants and visitors contribute funds to support the sponsored charity or need. Young people could provide leadership in the artistry, outreach to businesses, promotion of the concept using traditional and new media, and more. This promotes tourism or community connections as people collect "stamps" for their passports at all the participating locations.