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# Laws of Life Essay Contest

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Start With Trust.®

**Better Business Bureau Serving  
Central and South Alabama**

# Introduction

Back in 1987, noted financier and philanthropist, Sir John Templeton, wanted to give back to his community that gave him so much. What did he do? He created the Laws of Life Essay Contest. The goal of the contest was to start a conversation among students, teachers, parents and the community and in turn challenge young people to think about core values.

Being a beacon of trust and education, the BBB Center for Character Ethics adopted the Laws of Life Essay Contest as another way to educate the trustworthy employees and citizens of tomorrow, who are sitting in today's classrooms.

The Laws of Life are ethics that follow us in all aspects of life, whether it is in school or in our careers. To be more specific, the Laws of Life are values such as: honesty, transparency, equality, humility and being proactive.

The 2024-2025 school year marks the fourth year the BBB Serving Central and South Alabama has offered the competition.



# What is the Laws of Life Essay Contest?

Simply put, this is more than just an essay contest.

This is an opportunity to start a conversation. The employees of tomorrow are sitting in today's classrooms. This contest gives those students the chance to talk and learn about topics that will follow them throughout life.

The Laws of Life Essay Contest is an academic activity that encourages dialogue among high school students, teachers, humanities scholars, and business leaders to advance positive, ethical principles such as transparency, humility, honesty, equity, and proactivity in the workplace.

Having these conversations now plays a vital role in turning these students into the ethical, responsible and trustworthy citizens and employees of tomorrow.

# Who Can Participate?

The competition is open to all high school students in Mobile and Baldwin Counties students across Central and South Alabama.

In previous years, the following schools have participated.

The participating schools are:

- Murphy High School (Mobile County)
- Robertsdale High School (Baldwin County)
- St. Paul's Episcopal School (Mobile County)
- Saraland High School (Mobile County)
- Citronelle High School (Mobile County)
- Theodore High School (Mobile County)
- UMS-Wright Preparatory School (Mobile County)
- Alabama School of Math And Science (Mobile County)
- Elberta High School (Baldwin County)
- Davidson High School (Mobile County)



# How Do I Enter?

- Students can submit their essays online.
  - Essays will be accepted through Friday, March 14th 2025.

# Essay Topic and Length

## Topic:

Students should choose one of the following Laws of Life:

- Transparency
- Honesty
- Proactivity
- Humility
- Equality

Students are strongly encouraged to talk to some of the following people about their thoughts on their chosen Law of Life and the role they play in their life:

- A Family Member
- A Community Leader
- A Business Leader

\*\*\*We will also provide a list of a few area Accredited Businesses students can contact if they choose to. Essays should touch on the following aspects:

- What role does this Law of Life play in your life?
- What role does this Law of Life play in our society?
- Did the interview change the way they view the role that Law of Life plays in society?
- How will you carry that Law of Life with you throughout your life?
- Do you see how this Law of Life intersects with both personal and business lives?

## Length:

Essays should be no more than three pages double spaced. Essays that are plagiarized or AI Generated will be disqualified.



# Judging Criteria

Essays will be judged by a group of volunteers composed of state and local business leaders, state and local humanities scholars and BBB personnel.

Essays should focus on one of the following Laws of Life:

- Honesty
- Transparency
- Proactivity
- Humility
- Equality

Students are encouraged to talk with the following people about these principles:

- Family Members
- Community Leaders
- Business Leaders
- Various Accredited Businesses Provided by BBB Serving Central and South Alabama

# Prize Information for Students

For Students

First Place: \$500

Second Place: \$300

Third Place: \$200



## **Prize Information for Teachers and Schools**

The teacher/mentor of the winning student will receive a prize as well.

The school with the highest number of essay submissions will receive an award.

# Frequently Asked Questions

**Q. What is the submission deadline?**

A. Essays will be accepted through Friday, March 14th.

**Q. Where do I submit my essay?**

A. Essays can be submitted [here](#).

**Q. What are the length requirements?**

A. Essays should be no more than three pages, double spaced.

**Q. When do I learn the results?**

A. Winners will be announced and contacted in early April.

**Q. Who can reach if I have questions?**

A. You can send an email to [lawsoflife@csal.bbb.org](mailto:lawsoflife@csal.bbb.org)

**Q. What do winners receive?**

Students

First place \$500

Second place \$300

Third place \$200

**\*\*\*School with most submissions receives a prize. Teacher of winners receive a prize.**



# Frequently Asked Questions

## **Q. What is the essay topic?**

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- How will you carry that Law of Life with you throughout your life?
- Do you see how this Law of Life intersects with both personal and business lives?