

Video Contest FAQ:

Who is W!se?

Working in Support of Education (“W!se”) is a leading U.S. non-profit dedicated to improving the lives of young people through programs that develop financial literacy and readiness for college and career. We are spearheading a national effort to empower people to lead lives of financial well-being, succeed in college and excel in an increasingly competitive global workplace.

Who can enter the contest?

High school students attending a New York State high school.

Who is a Contestant?

A Contestant is the lead creator of the video. The Contestants will provide the video to the teacher to be uploaded. Only Contestants are eligible for prizes.

Who is a Participant?

A Participant is someone who partakes in the video with the Contestants. Participants are not eligible for prizes. Participants must be students who attend the same school as Contestants.

Do I need to be enrolled in the W!se Financial Literacy Certification program to participate?

No, students do not have to attend a school participating in the W!se Financial Literacy Certification program to join the Contest.

When will the contest take place?

The contest will take place from January 26th to April 1st

Do I need to answer all three questions in my video?

No, students should only answer one of the three questions.

When will the winners be announced?

Winners will be announced in April 2026.

What are the different prizes up for grabs?

Student Prizes:

First Place: \$2,500

Second Place: \$1,500

Third Place: \$1,000

Fourth Place: \$750

Fifth Place: \$500

Teacher Prizes:

First Place: \$1,000

Second Place: \$750

Third Place: \$500

Fourth Place: \$250

Fifth Place: \$150

Principal Prize: \$1,000 for the school with the most submissions

*In the event of a tie, the winner will be determined by the school that has the highest percentage of **complete submissions** (*submissions that have all necessary fields completed, a retrievable video, and consent forms*) relative to the total student enrollment at the school.

Can teachers receive multiple prizes if more than one student from their class wins?

No, teachers will receive only **ONE** prize even if several of their students win. The teacher prize will be associated with the highest placed student in their class.

Where do I submit my video entry?

Contestants will submit their videos to their teachers. Teachers are then responsible for uploading videos on behalf of Contestants via the Submission Link on the official W!se Video Contest Event Page. Before submitting the video, Teachers will be required to accept the Contest Rules on the same page by clicking on "I agree."

How long can my video entry be?

Videos submitted by Contestants must be between 45 seconds and 2 minutes long. Any video shorter than the minimum or greater than the maximum length will not be judged.

How will my video be judged?

Only complete submission will be judged. Videos will be evaluated by a panel of judges who will use a scoring rubric to assess how well the video meets specific criteria such as length of video, appropriate content, clear and articulate response to one of the three questions, and demonstration of creativity.

Can a Contestant submit more than one video?

Contestants may only submit one video to be judged.

Can teachers submit more than one video?

Teachers can submit entries for multiple students (contestants) in their class.

Can teachers complete the Parental Consent Form on behalf of their students?

No, students are responsible for completing the Parental Consent Form with their parent/legal guardian. Failure to complete and submit the Parental Consent Form to the teacher will result in disqualification. Teachers will upload the Parental Consent Form.

Where can I find the Parental Consent Form?

The Form is available here: <https://wise-ny.org/programs-services/financial-literacy/2026-wse-financial-literacy-video-contest/> Students and their parents/guardians must complete and turn in the Parental Consent Form to the teacher along with their video submission. The teacher will upload the Forms and video.

Can I use TikTok filters or other tools to improve my video?

Yes, students are encouraged to utilize social media to create their videos. We encourage the use of tools to make a video unique.

Can there be multiple students in the same video?

Yes, there can be multiple students in the same video, but the entry must be made under one student who would be the Contestant for W!se.



Can I submit a video in a language other than English?

No, only videos in English will be accepted for the Contest. Videos submitted in a language other than English will not be judged.

What happens to my video if I win?

Winners will receive a cash prize. Top 5 videos will be featured on the W!se Website/YouTube/Social Media.

How will I be notified if I win?

Teachers will be notified via email in April 2026.

Can I use AI writing tools and video/content generators?

Students are permitted to use AI tools **to support the creative process**, such as editing a script, or refining language. However, videos that rely on AI to **generate the full script, visuals, narration, or the overall video content** will be disqualified. Submitting a video that is created primarily by entering a prompt into an AI video generator or similar tool is **not allowed**. W!se reserves the right to determine whether a submission shows **clear or significant use of AI generation**. Any video that, in W!se's judgment, displays obvious AI-generated content may be ruled ineligible and disqualified from the competition.

