

CLEAN AIR
Allies

It's Time to Care about School Indoor Air

2025-2026

YOUTH IAQ VIDEO CONTEST

Sharing Toolkit

Help Get the Word Out about the

Clean Air Allies 2025-2026

Youth IAQ Video Contest:

It's Time to Care about School Indoor Air

[Introduction](#)

[Ways to Share the Contest](#)

[Sample Newsletter Blurb](#)

[Sample Email](#)

[Sample Social Media Posts](#)

- [Youth-Focused](#)
- [Parent-Focused](#)
- [Teacher-Focused](#)
- [Partner Organizations](#)
- [Generic](#)

[Flyer and Images](#)

- [8.5 x 11 Flyer](#)
- [1080 x 1080 px Square Image](#)
- [1080 x 566 px Horizontal Rectangle Image](#)
- [1080 x 1920 px Vertical Rectangle Image](#)

INTRODUCTION

[Clean Air Allies](#), a nonprofit organization dedicated to improving access to clean indoor air in PK-12 schools, is launching a [U.S. nationwide youth video contest](#). U.S. youths who are [age 13 or older](#), and [in Grades 9-12 during the 2025-2026 school year](#), are challenged to create a [1 to 3-minute video](#) around the [theme “It’s Time to Care about School Indoor Air.”](#)

The contest’s goals are to:

- amplify youth voices,
- help make indoor air visible,
- raise awareness about why good indoor air quality (IAQ) in schools matters.

Benefits to youth contestants include:

- the opportunity to hone their research skills, showcase their creativity, and make their voices heard on a topic of major importance to health, learning, and climate resilience,
- the potential for recognition as one of [10 Contest Finalists](#), a merit-based honor that can be listed on [college and scholarship applications](#),
- the possibility of being awarded a [First-, Second-, or Third-Place Prize](#) ([\\$500, \\$250, and \\$150](#) cash-equivalent gift certificates) by a panel of guest judges.

Contest entries will be accepted [between November 15, 2025, and January 12, 2026](#).

Full contest details are available at cleanairallies.org/contest.

For general information about school indoor air issues and solutions, read the Clean Air Allies 1-page fact sheet [“Why Care about School Indoor Air?”](#)

WAYS TO SHARE THE CONTEST

Spreading the word is key to the Clean Air Allies 2025-2026 Youth IAQ Video Contest receiving lots of great youth video entries. Your help sharing is greatly appreciated.

Samples for newsletters, emails, and social media posts are included in this Sharing Toolkit. An 8.5 x 11 flyer, as well as three different-sized images, are also included.

Besides word of mouth, some possible ways to get the word out are:

By Newsletter or Mailing List

- Add a short blurb to a newsletter you edit
- Ask the editor of a newsletter to which you subscribe to include a short blurb
- If allowed, send out a notice to a mailing list you're on

By Email

- Email a high school environmental or science teacher
- Email a high school video or media teacher
- Email the editor or advisor of a high school newspaper or TV station
- Email a high school principal to include in the school newsletter or flyer email
- Email a high school counselor who deals with college admissions and scholarships
- Email the president or advisor of a relevant high school club
- Email a community organization that works with high school-aged youth

Consider attaching a PDF copy of the 8.5 x 11 flyer to your email. Avoid spam by NOT sending a single email addressed to multiple unknown contacts at once.

By Online Community or Chat Group

- Share with an online community you belong to—for example, on Discord or Reddit
- Post in a chat group you belong to—for example, on Facebook, Slack, Teams, or WhatsApp

By Social Media

- Post on one or more social media platforms, tagging those in your network who may be interested, and including a request to repost or share

SAMPLE NEWSLETTER BLURB

Opportunity for Youth in Grades 9-12: Nonprofit School Indoor Air Quality Video Contest

[Clean Air Allies](#), a nonprofit organization dedicated to improving access to clean indoor air in PK-12 schools, has launched a U.S. nationwide Youth IAQ Video Contest for 1 to 3-minute videos around the theme “**It’s Time to Care about School Indoor Air.**” U.S. youths who are age 13 or older, and in Grades 9-12 during the 2025-2026 school year, are eligible to enter.

Ten youths will be selected based on merit and recognized as Contest Finalists. From among these, a panel of guest judges will award First-, Second-, and Third-Place Prizes of **\$500, \$250, and \$150** (cash-equivalent gift certificates).

Entries will be accepted between November 15, 2025, and January 12, 2026.

This is a great opportunity for youth to hone their research skills, showcase their creativity, and make their voices heard on a topic of major importance to health, learning, and climate resilience.

Full Contest details are available at cleanairallies.org/contest.

SAMPLE EMAIL

Email is a great way to reach people in your immediate network or community. One word of caution: Please do not spam people by sending an email to multiple unknown contacts at once.

Subject: Opportunity for Youth in Grades 9-12: Nonprofit School Indoor Air Quality Video Contest

Dear [Name],

I wanted to pass along an opportunity that may be of interest to youth you work with.

[Clean Air Allies](#), a nonprofit organization dedicated to improving access to clean indoor air in TK-12 schools, has launched a U.S. nationwide Youth IAQ Video Contest for 1 to 3-minute videos around the theme “**It’s Time to Care about School Indoor Air.**” U.S. youths who are age 13 or older, and in Grades 9-12 during the 2025-2026 school year, are eligible to enter.

This is a great opportunity for youth to hone their research skills, showcase their creativity, and make their voices heard on a topic of major importance to health, learning, and climate resilience.

Plus, 10 youths will be selected based on merit and recognized as Contest Finalists, an honor they can list on [college and scholarship applications](#). And from among these, a panel of guest judges will award First-, Second-, and Third-Place Prizes of **\$500, \$250, and \$150** (cash-equivalent gift certificates).

Entries will be accepted between November 15, 2025, and January 12, 2026.

I've attached a [1-page PDF flyer](#) for the Clean Air Allies Youth IAQ Video Contest, also [available online](#). Full Contest details can be found at cleanairallies.org/contest.

Please share this opportunity with youth you know who might be interested and also with others in your network to whom it might be relevant.

Thank you!

SAMPLE SOCIAL MEDIA POSTS

YOUTH-FOCUSED

☀️ Calling all creative teens! ☀️

Do you care about the air you breathe at school?

Here's your chance to make your voice heard!

Submit a short video to the **"It's Time to Care about School Indoor Air" Youth Video Contest** and help raise awareness about the importance of clean indoor air in schools.



Submit video: Nov 15 - Jan 12



Open to 9-12 gr. students in the U.S.



Learn more and enter: cleanairallies.org/contest

#CareAboutSchoolAir

PARENT-FOCUSED

Parents, here's a project that inspires action *and* creativity!

Encourage your teens to enter the **"It's Time to Care about School Indoor Air" Youth Video Contest**.

They'll learn about science, health, and advocacy while making a short video about why clean air in school matters.



Empower their voice.



Spark their curiosity.



Submit by Jan. 12, 2026

cleanairallies.org/contest

#CareAboutSchoolAir

TEACHER-FOCUSED

Teachers - this one's for you!

Encourage your high school students to take part in a **Youth Video Contest** on why indoor air quality in schools matters.

It's a fun, creative way to combine science, storytelling, and social impact!

Entries due Jan. 12, 2026

👉 Details here: cleanairallies.org/contest

#CareAboutSchoolAir

PARTNER ORGANIZATIONS

We're proud to support the **"It's Time to Care about School Indoor Air" Youth Video Contest** - empowering students to speak up for healthier learning environments.

Spread the word! The next generation of changemakers is here.

🌐 Learn more or submit your video: cleanairallies.org/contest

#CareAboutSchoolAir

GENERIC

Help us amplify youth voices through the **"It's Time to Care about School Indoor Air" Video Contest!**

This national contest, hosted by Clean Air Allies, invites 9-12th grade students to create 1-3 min videos showing why clean indoor air is vital for learning, health, and equity.

Students can win \$\$\$ prizes, build awareness, and be part of a growing movement for healthy schools.

Learn more and share with your community: cleanairallies.org/contest

#CareAboutSchoolAir

FLYER AND IMAGES

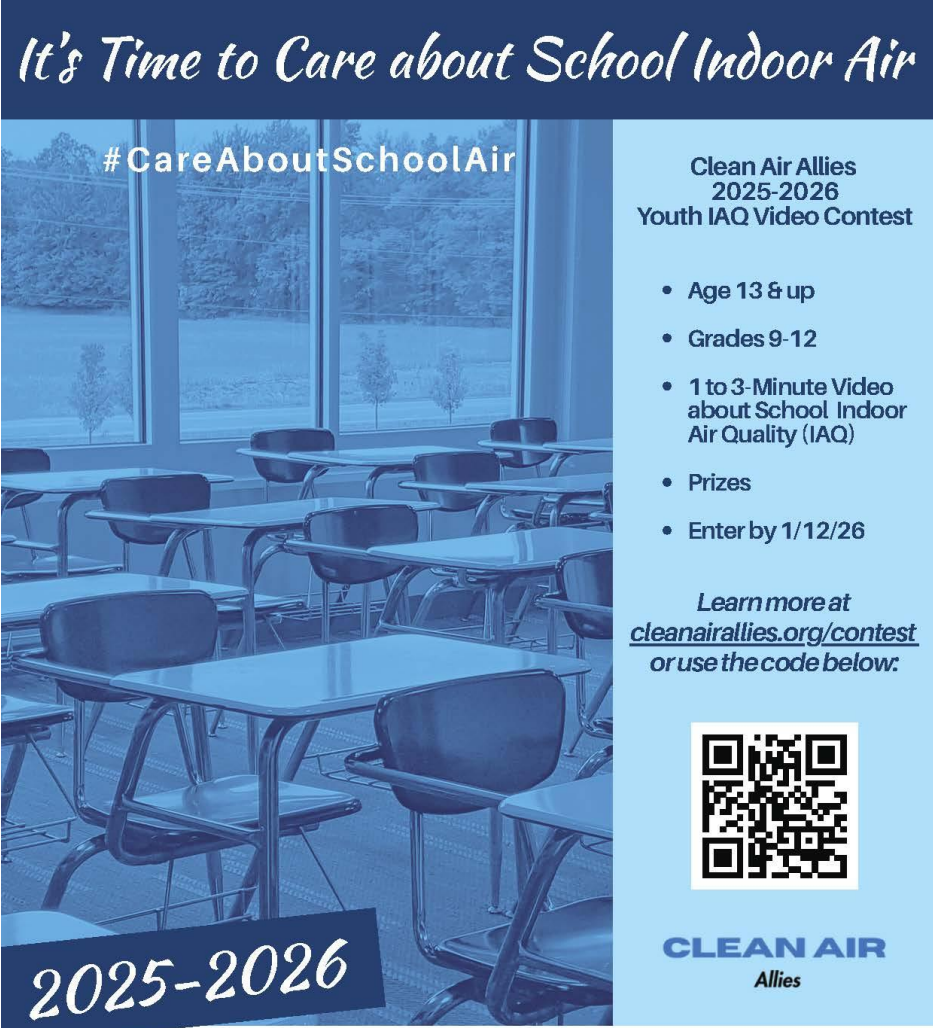
Flyer and images are also available in this [Google Drive folder](#).

8.5 x 11 FLYER

JPEG image of flyer below

URL for downloadable PDF of flyer:

<http://cleanairallies.org/wp-content/uploads/2025/11/8.5-x-11-Clean-Air-Allies-Youth-IAQ-Video-Contest-Flyer.pdf>



It's Time to Care about School Indoor Air

#CareAboutSchoolAir

Clean Air Allies
2025-2026
Youth IAQ Video Contest

- Age 13 & up
- Grades 9-12
- 1 to 3-Minute Video about School Indoor Air Quality (IAQ)
- Prizes
- Enter by 1/12/26

Learn more at
cleanairallies.org/contest
or use the code below:



CLEAN AIR
Allies

2025-2026

YOUTH IAQ VIDEO CONTEST

1080 x 1080 PX SQUARE IMAGE



It's Time to Care about School Indoor Air

#CareAboutSchoolAir

- Age 13 & up
- US; Grades 9-12
- 1 to 3-Min. Video
- Prizes
- Enter by 1/12/26

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CLEAN AIR
Allies

2025-2026

YOUTH IAQ VIDEO CONTEST

1080 x 566 PX HORIZONTAL RECTANGLE IMAGE



#CareAboutSchoolAir

It's Time to Care about School Indoor Air

- Age 13 & up
- US; Grades 9-12
- 1 to 3-Min. Video
- Prizes
- Enter by 1/12/26

Learn more at
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CLEAN AIR
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2025-2026

YOUTH IAQ VIDEO CONTEST

1080 x 1920 PX VERTICAL RECTANGLE IMAGE



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Clean Air Allies 2025-2026
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- Age 13 & up
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