

Men of Courage Barbershop Challenge Info & Requirements

Barbershop Challenge Rules/Requirements:

Barbershops applying to be selected as a Men of Courage Barbershop must meet or agree to the following requirements:

1. Barbershop must be in a location that is easily accessible to the public.
2. Barbershop and barbers must be state licensed and provide a copy of their business license and insurance certificate.
3. Barbershop must commit to allowing a Men of Courage “makeover” during the three month period of the challenge. Makeover could consist of Men of Courage signage, window wraps, barber capes or other branded material.
4. Barbershop must have Wi-Fi and provide a family-friendly atmosphere.
5. Barbershops must promote Men of Courage programming and community engagements both in the barbershop and through social media.
6. Barbershop must be committed to development and engaging the community at least two times per month (over the three month period for a total of six) in Men of Courage programs that take place in the barbershop. In addition barbershop must agree to partner with the Freedom Center to host one additional Men or Courage themed/related activity per month (over the three month period for a total of three)
7. Barbershop must be willing to allow live broadcasts on Sirius XM, Microsoft Game nights, Freedom Center Outreach and other special events. Barbershop must be willing to require attendees of Men of Courage events to sign media release forms and allow Men of Courage College Ambassadors the opportunity to capture events live.
8. Barbershop must agree to provide some free community cuts when hosting community activations and partnership events with Microsoft.

Barbershop Challenge Finalist Evaluation: A small group of community stakeholders and Ford and NURFC representatives will evaluate the two finalists and select the winner of the Challenge. The following criteria will be taken under consideration during the evaluation of the winner:

1. Commitment to and execution of programming related to Men of Courage and changing the narrative around African American Men.
2. Number of community members engaged in Men of Courage Barbershop Challenge programming.
3. Overall quality of the barbershop’s Men of Courage programming

Community Project Evaluation: Each proposal will be evaluated for the feasibility of the plan and positive community impact to determine the winner. A small group of community stakeholders and Ford and NURFC representatives will sit on panel to evaluate the two finalist.

Questions

All questions regarding the Men of Courage Barbershop Challenge should be directed to MOC@fgb.life

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