UNIFY CHALLENGE

Conversation, Norm Setting, and Participant Safety

The goal of the Unify Challenge is to facilitate respectful dialogue across political, geographic, racial, and ideological differences. To ensure that all participants have a good experience, Unify America sets expectations in all communications prior to and during the event.

We are proud to say that since the Unify Challenge was launched in early 2020, we have not had any Unify Challenge matches that have gone sideways or resulted in a complaint. We attribute this behavior to the face-to-face nature of the interaction. Simply put, when you encounter another person in a live setting, as opposed to behind a keyboard on social media, you tend to be on your best behavior.

To set the tone, we provide the following messages and instructions in communications to all participants:

Website FAQ

“Who will I be paired up with? What if we don’t get along?”

You will be paired with another American who you wouldn’t ordinarily interact with in your daily life. You may not always agree (and that’s the beauty of it!) but everyone does this with the best of intentions. People worry that they’ll be paired with a troll or someone combative. In our experience, this simply doesn't happen.

Email on the day of the Unify Challenge

Expect disagreement. Be respectful. In the unlikely event your partner is being abusive or an unbelievable jerk, please feel free to leave the call and report the incident to events@unifyamerica.org.

Live Event Waiting Room

When participants enter the event, they view a slide show as they wait for the Challenge to start. Content on the slides sets the tone for the event:

- Expect to disagree. That’s a good thing! Do it respectfully.
Welcome Video

Before participants are sent to breakout rooms, Harry Gottlieb, Founder of Unify America, welcomes everyone with a warm and funny video to set a friendly tone for the conversation.

Unify Challenge

Partners are then matched and sent to their individual sessions. **Note: Participants do not have access to their partners’ first and last names or their contact information.**

After two “get to know each other” ice breaker questions, participants read the instructions for the Challenge aloud to each other. Part of the instructions is to discuss their answers and reiterate that they may disagree from time to time and to expect to listen respectfully.

Live Help

During the Unify Challenge, there is a “Live Help” button which we staff with live support team members to help with tech and other issues as they arise.

Recordings

Without limiting anything below, we want you to know that our goal is to show how Americans are capable of listening to each other, growing, and thinking logically, rationally and compassionately.

In exchange for the opportunity to participate in Unify America related activities (“Unify Activities”), and other good and valuable consideration, I hereby grant to Unify America (and its employees, agents, licensees, successors, vendors and partners, as applicable), the following rights and permissions:

*I give my consent to Unify America to record my participation in Unify Activities. I understand that my presentation and/or participation therein may be videotaped, audiotaped, photographed, recorded, or edited (“Materials of Me”) for the purpose of being broadcast, published and distributed in various media for educational or other non-commercial purposes, including, but not limited to Internet (including webcasts, podcasts, and streaming video), or through any other communications media currently existing or later created.*
I also grant Unify America permission to copy, exhibit, publish, and/or distribute the Materials of Me. I also understand the Materials of Me may be used individually, or in conjunction with other media, such as graphics, text, or sound, in any medium for any lawful purpose.

I hereby grant to Unify America all rights, title and interest to any such recordings made under this consent, in perpetuity. I understand this means that Unify America may, without limitation, exercise all ownership rights including copyrights relating to such recordings.

I understand and agree that there is no time limit on the validity of this release and consent nor is there any geographic limitation on where the Materials of Me may be distributed.

I certify that I am 18 years of age or older, and am fully competent to enter into this consent and release agreement.

I acknowledge that I have completely read and fully understand the above consent and release and agree to be bound thereby.