Date

Dear (Business Owner’s Name),

I am pleased to share with you that [Nominee’s Full Name] from [School Name] in our town has been nominated as a LifeChanger of the Year. National Life Group’s LifeChanger of the Year program recognizes and rewards K-12 school employees and educators who make a positive difference in the lives of students all across the country. As a nominee, [Nominee’s first name] is in the running to receive one of 17 cash prizes. The Grand Prize, which is $10,000, is split between the winner and his or her school.

You can view [Nominee First Name]’s LifeChanger nominee profile on the LifeChanger of the Year website by going to [www.LifeChangeroftheYear.com](http://www.lifechangeroftheyearnominees.com)

This is not only exciting news for [nominee’s first name], but for the entire community.

This is an opportunity to take pride in [community name]’s educators and what they are doing for our future generation. It’s also an opportunity to show your support and appreciation for those who help to make this community thrive, much like yourself.

There are many things you can do to support [nominee’s first name]’s nomination. Here are a few ideas:

* Visit (nominee name’s) profile at [www.LifeChangeroftheYear.com](http://www.lifechangeroftheyear.com) to leave a supportive comment. If you know [nominee’s name] personally, you can share a story about how they changed your life for the better.
* Share their nominee profile on social media using the hashtag #LCOY.
* Hang a congratulatory poster in your business – you can find a customizable  [poster template](https://lifechangeroftheyearnominees.com/wp-content/uploads/2016/06/650580716LCOY-fillable_nominee_poster.pdf) at [www.LifeChangeroftheYear.com](http://www.lifechangeroftheyear.com) under the support your nominee tab.

The nominee whose community demonstrates the most support for their nomination will receive the Spirit Award, a $5,000 cash prize to be shared between the nominee and their school.

Together we can rally to support [nominee’s name] and help increase their chances of being selected as a LifeChanger of the Year winner.

Sincerely,

YOUR NAME

LifeChanger of the Year is a program funded by the National Life Group Foundation.

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