

STEP 1: Introducing LCOY Email Template

HTML instructions - please remove these instructions before submitting this email for advertising review:

Agents please use the subject line: Nominate a LifeChanger

Agents: If you are registered with our broker/dealer Equity Services, Inc. (ESI), please include your securities disclosure and email signature as part of this email, then submit for advertising review and approval. Agents not registered with ESI, please add your name, your agency name, address, phone number, email, and (if licensed in AR or CA) your AR or CA Insurance Lic. # below before sending this out. You may not add a website address or agency logo.

Please note that all disclosures and form numbers that appear must be included in the version you send out. In addition, you must abide by National Life's and the district's solicitation rules. Before sending this out, you must check the email address that you are sending to does not appear on National Life Group's Do Not Email list. You must check the email address using our email scrubbing tool prior to sending this out. The tool and instructions for use can be found on our website under NL Group Compliance/Telemarketing and Email Solicitation. Agents also need to be aware of and follow school solicitation rules for their agency, school district, state and distribution channel.

Good morning {{Principal's Name}} -

My name is {{Your Name}}, and I'm reaching out to you about National Life Group®'s [LifeChanger of the Year®](#), a recognition program that honors K-12 public school educators and employees annually. I'm reaching out because as a school administrator, you have the best sense of which of your employees are going above and beyond to make a positive impact on students' lives. I thought you might be interested in nominating some of them for this year's LifeChanger of the Year program.

Since 2011, LifeChanger of the Year has recognized almost 7,800 educators in all 50 states, and awarded more than \$720,000 to school and school employees. Any K-12 teacher or school employee can be nominated for a chance to win up to \$10,000 to be shared equally with your school, **and there is no charge to enter.**

Once your nomination is submitted, National Life takes care of the rest by making sure each LifeChanger knows how much they're appreciated. Every nominee receives:

- An [individual profile on National Life's website](#) where students, parents, and colleagues can all leave supportive comments. Nominees can read all the comments they receive so they can see how much their hard work is appreciated.
- A congratulatory certificate
- A shout-out on social media and a press release discussing their nomination and the great work done in your school, which will be shared with your school district
- The chance to win one of 17 cash prizes to share with their school. The Grand Prize is \$10,000 split equally between the winner and their school

It's a great opportunity to recognize members of your staff for their hard work and raise funds for your school.

Would you be willing to nominate a LifeChanger and/or share this opportunity with your school?
[Here's a link to National Life's nomination form.](#)

If you're interested, I also have some brochures and posters about the program you can share throughout your school.

Thank you very much and please let me know if you have any questions. If you'd like to learn more about the program, you can find it at www.lifechangeroftheyear.com.

Best,

{{Your Name}}

Agency Name (bold)

Agent Name

Title

Business Address

Email/Phone Number

[If CA or AR] AR/CA Insurance Lic. # _____

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

National Life Group® is a trade name of National Life Insurance Company (NLIC), Montpelier, VT, Life Insurance Company of the Southwest (LSW), Addison, TX, and their affiliates. Each company of National Life Group® is solely responsible for its own financial condition and contractual obligations. LSW is not an authorized insurer in New York and does not conduct insurance business in New York.

This is an advertisement. To be removed from future mailings, please enter your email address here:
www.nationallife.com/unsub

TC137802(1123)3