

Step 1_ Introducing LCOY PHONE SCRIPT

The purpose of this phone script is to help you introduce the LifeChanger program to school principals. To get started, call the school where you'd like to generate nominations and ask to speak with the principal. When you reach the principal, follow this script:

Introduction

Hello, my name is _____ and I'm calling from {{name of your Company}}. Is now an OK time?

IF YES - Explanation of the Program

Awesome, thanks. I am calling because every year, National Life Group, a company that I am affiliated with, recognizes K-12 teachers and school employees through a recognition program called LifeChanger of the Year. It's an awards program that provides a platform where K-12 school employees can see how much their hard work is appreciated. I'm reaching out to you because as a school administrator, I thought you'd have the best sense of which of your staff members are making a difference in student's lives. Can you think of anyone who fits the criteria?

IF YES: Awesome! We'd love to help you nominate them for recognition.

[Discuss what happens when someone makes a nomination. You can also mention some details about the program]

IF NO - Scheduling a follow up conversation

Could we set up some time so I can share more information about LifeChanger of the Year? It's a recognition program from National Life Group that annually honors K-12 teachers and school employees. I'm reaching out to you because as a school administrator, I thought you'd have the best sense of which of your staff is making a difference in student's lives and in their communities. If it's easier, I'm happy to email you some information about the program instead.

Program details

Since 2011, the LifeChanger Program has recognized almost 7,800 educators and school employees in all 50 states and has awarded more than \$720,000 to schools and school employees. Your nominee will have the opportunity to win one of 17 cash prizes to split 50/50 between them and your school, with the Grand Prize being \$10,000.

What happens when someone makes a nomination

For each LifeChanger nomination National Life Group:

- Creates an individual profile on LifeChanger of the Year's website. This is where the community is able to show their support and promote the nominee and really show why they should be picked!
 - We highly encourage this because the selection committee takes these comments into consideration. Also, the nominee can see any comments left on their profile. Nominees go from feeling like they're unappreciated to seeing that their hard work isn't going unnoticed.
- Sends the nominee a congratulatory certificate
- Posts about the nominee on social media
- Shares a press release about their nomination and the great work being done in your school with local media

Anyone is able to make a nomination, either anonymously or by name, and it's completely free. No charge whatsoever. We believe that every educator deserves recognition for the hard work

and dedication they put into their job, and we hope that you can help us spread the word about the LifeChanger of the Year program.

Conclusion

Thank you for your time and consideration. Do you have any questions or concerns that I can address for you?

Awesome - I will email you a link to the nomination form if you're interested in recognizing a staff member. Again, it's completely free to nominate, and once you complete your submission, National Life takes care of everything else. What's the best email to reach you at?

Great! I'll shoot you an email shortly with the link. Thank you for your time, and we're looking forward to recognizing your nominees.

TC 137801(1123)3

After you hang up, make sure to follow up with the principal by email using one of these templates:

POST CALL EMAIL (if answered)

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.

Hi {{First Name}},

Thank you for speaking with me earlier about National Life Group's [LifeChanger of the Year program](#). As mentioned on the call, the goal of the program is to celebrate the teachers and school employees who are making a difference in students' lives.

[Here's a link to the nomination form](#). If you're interested, I also have some brochures and posters about the program you can share throughout your school.

Please feel free to contact me with any questions or comments.

Thanks,
{{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

TC137835(1123)3

STEP 1: Introducing LCOY POST CALL EMAIL (if NOT answered)

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 a representative affiliated with 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 nominate.**

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 the 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/unsu

TC137835(1123)3