

STEP 3: Certificate Delivery Email Template

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

Agents please use the subject line: LifeChanger Nominee Certificate

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}} -

Congratulations! Your school has a nominee for National Life Group®'s [LifeChanger of the Year](#)® program. {{Nominee Name}} was nominated in recognition of their efforts to make a positive difference in students' lives.

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 shared between the winners and their schools, up to the Grand Prize, which is \$10,000.

If you haven't already, you can check out {{Nominee First Name}}'s LifeChanger of the Year profile here: {{link to profile}}

I wanted to get in touch because we have a special certificate we'd like to present to {{Nominee's First Name}}. We are so proud of {{Nominee First Name}} and are excited to show them our appreciation for their work to change students' lives for the better.

Could we set up some time to discuss how the certificate would be presented?

If you have any questions on how LifeChanger of the Year works, please do not hesitate to call me at {{your phone number}}, or you can visit our website, 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.

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