

Step 3_ Certificate Delivery - PHONE SCRIPT FOR PRINCIPALS

The purpose of this script is to help you inform school principals that they have a LifeChanger nominee, and to schedule a presentation to present the nominee with their certificate. 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 {{name of your Company}} regarding {{Nominee Name}}. Is now an OK time?

IF YES - Explanation of the Certificate

Awesome, thanks. I'm calling in regards to {{Nominee Name}}'s nomination for the LifeChanger of the Year program. This is a recognition program from National Life Group that annually honors K-12 teachers and school employees.

We have a certificate we'd like to present to {{Nominee}} in celebration of their work to change students' lives for the better. Could we stop by your school sometime to give {{Nominee Name}} their certificate?

IF YES - How the presentation works

Awesome, thanks. To give you an idea of how it works, I'll arrive at your school with {{Nominee Name}}'s certificate. I'd then break the news to the nominee and present them with the certificate. We can have it during a classroom surprise, staff meeting, whatever works best for you and your school.

Logistics to nail down:

- Date and time for the certificate presentation
- Where in the school it will be held
- What the format will be

IF NO - Scheduling a follow up conversation

That's OK. I'm calling in regards to {{Nominee Name}}'s nomination for the LifeChanger of the Year program. This is a recognition program from National Life Group that annually honors K-12 teachers and school employees. We have a certificate we'd like to present to {{Nominee}} in celebration of their work to change students' lives for the better.

Could we set up some time so I can share more information about how the presentation would work? If it's easier, I'm happy to email you some information instead.

Conclusion

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

Awesome - I will shoot you an email summarizing everything we've discussed. Thank you for your time, and we're looking forward to recognizing {{Nominee Name}}.

STEP 3: Certificate Delivery POST CALL EMAIL (if answered)

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.

Hi {{First Name}},

Thank you for speaking with me earlier about National Life Group's LifeChanger of the Year program, and about {{Nominee Name}}'s nomination. We're excited to present {{Nominee Name}} with their certificate recognizing their nomination. We're looking forward to honoring everything they've done for students.

As we discussed, here are the details for the certificate presentation:

- Date and time for the certificate presentation
- Where in the school it will be held
- What the format will be

Also, if you haven't seen it already, here's a link to {{Nominee}}'s profile: {{PROFILE URL}}

We encourage you to share this link with students, parents, other staff - anyone who knows the nominee and encourage them to leave a supportive comment. The selection committee that determines the winners reads all comments and takes them into consideration. You can also share the link to their nominee profile on social media using the hashtag #LCOY

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. # _____

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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}}](tel:{{your phone number}}), or you can visit lifechangeroftheyear.com

Best,

{{Your Name}}

Agency Name (bold)

Agent Name

Title

Business Address

Email/Phone Number

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

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