



★ NOMINATIONS AND VOTING
FEBRUARY 3 - MARCH 15

As you participate in the NC School Heroes program, below are some best practices to help encourage nominations and voting.

HOW TO NOMINATE AND VOTE

Visit NCSchoolHeroes.com to nominate your school hero and come back daily to cast votes.

PROMOTION IDEAS - TRADITIONAL MEDIUMS

Word of mouth is a powerful medium to drum up support for your nominee. Include a story and rely on community connections to motivate others who may know the nominee to take action by voting online. If you have a device handy (laptop, tablet or computer lab), you can even have family and friends take action on-the-spot to ensure that votes are cast.

Flyers may be a traditional approach, but when paired with the correct information (who, what, when, where and why), they can be effective tools to remind people to vote daily!

- [Click here for color flyer/poster \(8.5x11\)](#)
- [Click here for black and white flyer/poster \(8.5x11\)](#)

Radio call ins are appropriate for several communities and generally bring energy and excitement to the topic, especially on morning programs. People are also more likely to act on something in the morning when they are checking email and getting ready for their day.

PROMOTION IDEAS - SOCIAL MEDIA

Photos and videos are powerful attention grabbers on social media that increase engagement. Facebook posts with images have a 37 percent higher level of engagement over text-only posts. Make sure you grab an authentic and fun photo or video that creates a compelling visual argument for why that person deserves your followers' time to vote — and keep it fun!

Storytelling remains one of the most impactful mediums available. Highlighting your nominee in a compelling story is likely to motivate followers to take action and vote.

Quotes are great thought-provokers. Capturing your nominee's dedication to their school in an inspiring quote can drum up many votes.



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PROMOTION IDEAS - SAMPLE SOCIAL MEDIA POSTS

Leverage the sample posts during the general, nomination and voting phases of our contest.

GENERAL

	<p>Do you know a NC School Hero? Take a moment to visit the link below and nominate a teacher, administrator or staff member that stops at nothing to make a difference in your schools!</p> <p>Nominations and voting are accepted until March 15th. Together, we can show our heroes how much we care with a chance to win \$10,000 for your hero and \$10,000 for their school. Nominators of the winners will also win \$1,000 for participating. www.ncschoolheroes.com</p>
	<p>Hey NC! Who is your School Hero? [INSERT SUPERHERO OR BICEP EMOJI] Tell us about them by March 15th for a chance to win \$10,000 for your hero and \$10,000 for their school from the NC Education Lottery. Nominators of the winners will also win \$1,000 for participating. #NCSchoolHeroes www.ncschoolheroes.com</p>
	<p>There is a #NCSchoolHero [INSERT SUPERHERO EMOJI OR BICEP EMOJI] in every community! Nominate your NC School Hero by March 15th for a chance to win \$10K for your hero and \$10K for their school, with \$1K going to the winning nominator. #NCSchoolHeroes @NCLottery www.ncschoolheroes.com</p>
	<p>Take a look at the @NCLottery's School Heroes program to nominate your very own #NCSchoolHero for a chance to win \$10,000 for them and \$10,000 for their school. Nominators of the winners will also win \$1,000 for participating. Link in bio. <add link to www.ncschoolheroes.com to bio></p>



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NOMINATIONS

Personalize by including your school name or county in the brackets.

	<p>My NC School Hero is [name]. Who is yours? I just nominated [him, her, them] at www.ncschoolheroes.com. Nominations and voting are open now until March 15. @North Carolina Education Lottery</p>
	<p>Attention [Enter County Name] residents. The NC Education Lottery is giving 10 School Heroes \$10,000 for themselves and \$10,000 for their schools with \$1,000 going to the winning nominator! Help us shine a spotlight on our education team by going to www.ncschoolheroes.com from now until March 15 to nominate and vote! #NCSchoolHeroes</p>
	<p>Nominate & vote for a #NCSchoolHero from [ENTER YOUR SCHOOL AND/OR COUNTY] at www.ncschoolheroes.com. Help support a hero from our school by casting your vote once per day. @NCLottery</p>
	<p>#MyNCSchoolHero is [name]. Who is yours? I just nominated [him, her, them], see the link in my bio. Nominations and voting are open now until March 15. #NCSchoolHeroes @NCLottery <add link to www.ncschoolheroes.com to bio></p>



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VOTING

Personalize by including your school name or county in the brackets.

	<p>This is a NC School Hero! [INSERT SUPERHERO OR BICEP EMOJI] Please vote for [name] every day till March 15th to show [him, her, them] how much they mean to our community. The @North Carolina Education Lottery is giving \$10,000 to 10 NC School Heroes with another \$10,000 going to benefit their local school. Vote at www.ncschoolheroes.com.</p>
	<p>Hello NC! I want to encourage everyone to vote for my NC School Hero at www.ncschoolheroes.com. [Insert Name] has been an inspiration to [insert school name] and we really want to let them know it. You can vote once per day until March 15!</p>
	<p>Friends — vote for [HERO NAME] from [SCHOOL AND COUNTY] before March 15th. Help me let my #NCSchoolHero know how much they impact our school! @NCLottery www.ncschoolheroes.com.</p>
	<ol style="list-style-type: none"> #MyNCSchoolHero is [name]. Help me show [him, her, them] how much they matter by voting for them. Check out the link in my bio for more info. #NCSchoolHeroes @NCLottery <add link to www.ncschoolheroes.com to bio> Friends — vote for [HERO NAME] from [SCHOOL AND COUNTY] before March 15th. Help me let my #NCSchoolHero know how much they impact our school! Check out the link in my bio for more info. @NCLottery <add link to www.ncschoolheroes.com to bio>

ACCOUNTS TO TAG

Remember to tag @NCLottery on Instagram and Twitter or @North Carolina Education Lottery on Facebook and your local schools and community systems. Please refrain from tagging current students’ accounts as NC Lottery will not be able to interact with this messaging.

- Facebook:** facebook.com/nclottery/
- LinkedIn:** north-carolina-education-lottery
- Twitter:** @nclottery
- Instagram:** @nclottery

HASHTAGS

- #NCLottery
- #NCSchoolHero
- #NCSchoolHeroes
- #[Your school name]
- #MyNCSchoolHero is [name]



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IDEAS FOR MEMORABLE SOCIAL POSTS

Use the example posts below as inspiration for your own social content, leveraging the above drafted captions.

kaylee.thomas [Follow](#)

kaylee.thomas #MyNCSchoolHero is Mr. Harmon. Help me show him how much he matters by voting for him. Check out the link in my bio for more info. #NCSchoolHeroes @NCLottery

4,149 likes
FEBRUARY 3, 2020

Add a comment...

David M. Spencer
Today at 5:48 PM

My NC School Hero is Ms. Burk. Who is yours? I just nominated her at www.ncschoolheroes.com. Nominations and voting are open now until March 15. @North Carolina Education Lottery

Like Comment Share

1,035

Write something...