

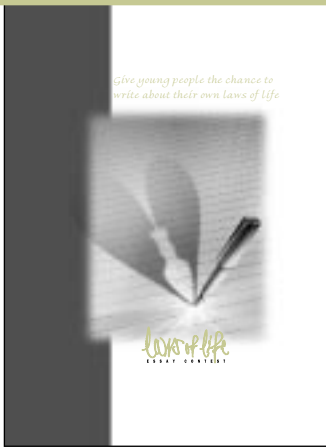


P R O M O T I N G T H E C O N T E S T

- ✓ Introduce the contest to schools, organizations, and individuals in your community

Because the contest is usually held in schools, we strongly encourage you to develop a good working relationship with the leadership of your local schools, such as superintendents, principals, and department heads. It is the school officials who determine what programs their teachers will be involved in, so their support is crucial. If they believe in the ideals of the contest, then teachers will more than likely participate in it.

Outlined below are some resources that will help you “sell” the benefits of the *Laws of Life* Essay Contest to schools, organizations, and individuals in your community. All of these resources are produced by the John Templeton Foundation and are **free** for your use.



Contest Brochure

The beautiful, four-page Contest Brochure has been designed to help you promote the contest to individuals, schools, and organizations. The brochure is a handy way to communicate the benefits of the contest in a succinct, attractive, and accessible format. We suggest you keep a number of brochures on hand to give out to those interested in the contest.



Essays from the Heart Video

Featuring Former First Lady Barbara Bush, the *Essays from the Heart* Video describes the benefits of the contest in interviews with students, teachers, and sponsors. The nine-minute video is a great way to raise people’s interest in the contest, and we encourage you to show it when presenting the contest to potential sponsors, schools, and community groups.

Teacher’s Guide

The Teacher’s Guide is designed specifically for teachers, but it is also suitable for anyone interested in the contest. Co-written by Janis Bean, a teacher who has made the *Laws of Life* Essay Contest a part of her high school English classes since 1987, the Teacher’s Guide talks about the benefits of the contest, offers a teacher-friendly lesson plan, and also includes examples of student essays.





Laws of Life Newsletter

The John Templeton Foundation publishes a newsletter three times a year that provides information on contest activities throughout the United States and around the world. In our experience, school officials and community leaders who are learning about the contest for the first time appreciate knowing that the contest is already underway in many other schools and communities. The newsletter also serves as a platform for sponsors, teachers, and students involved in the contest to share their experiences. Finally, the newsletter includes excerpts from award-winning student essays.



Contest Website: www.lawssoflife.org

These days, most of us are Internet-savvy and are used to researching a topic or program at the click of a button. With that in mind, the John Templeton Foundation has designed our *Laws of Life* Website to be a one-stop location for comprehensive and easy-to-access information about the essay contest. The website includes sections for contest sponsors, organizers, teachers, and students, a variety of useful and current information about the contest, and all of our contest materials, which are downloadable and printable. The website also features student essays on a variety of themes, from love and perseverance to honesty and making the most out of life. We encourage you to visit www.lawssoflife.org and suggest the website to anyone who is interested in learning more about the contest.



Note: Need copies of the Contest Brochure? Video? Newsletter? Teacher's Guide? All of these materials can be sent to you free, courtesy of the John Templeton Foundation. Simply call the Foundation at 800-245-1285 (USA only) or 610-687-8942, or email us at lawssoflife@templeton.org to request more copies of what you need to communicate the benefits of the *Laws of Life* Essay Contest.