**2021 NEC Affiliate Marketing Toolkit**

**Suggested Email and Social Media Marketing Copy**

FOR E-MAILS AND WEBSITES

**EMAIL 1:**

Dear [educator],

The **[name of local economics competition]**is now [open for registration](https://www.councilforeconed.org/national-economics-challenge/register-2/)!  **[link to CEE site or directly to your local registration page]**

This is the premier economics competition in our state for high school students, testing micro and macroeconomic principles as well as knowledge of international economics and current events. Teams of 3-4 students, guided by a teacher coach, compete **[**through **(list elements of competition – written exams, presentations, online test)]** to determine the state champion.

The state winning teamwill **[receive (prizes) and]** advance to compete against other states in the Council for Economic Education’s [National Economics Challenge](https://www.councilforeconed.org/national-economics-challenge/) (NEC).  For spring 2021, National Semi-Finals and Finals will be held entirely online.

* National Semi-Finals will be conducted as an online test to be held **[date if known]** on one day between May 3-May 20.
* National Finals will include a critical thinking round and virtual quiz bowl where students have the opportunity to present to economists and financial professionals.

Each student team member as well as one coach from the top four teams will receive a medal and **cash prize** corresponding to their team’s rank in the National Finals:

1st place: $1,000 \* 2nd place: $500 \* 3rd place: $250

The competition runs in two divisions:
**ADAM SMITH:** For AP, international baccalaureate, and honors students (as well as any returning competitors)
**DAVID RICARDO:** For first-time Challenge competitors who have taken no more than one economics course

Teachers can register their teams of students[**here**](https://council4econed-my.sharepoint.com/personal/ayaspan_councilforeconed_org/Documents/Marketing%20kits%20for%20competitions/econchallenge.unl.edu) **[link to CEE site or directly to your local registration page].** Interested students should talk to supportive teachers and start recruiting a team.

For more information on the National Economics Challenge, visit nationaleconomicschallenge.org.

Hope to see you there!

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**EMAIL 2:**

Dear Educator:

The [Economic Competition] is coming soon! Create team(s) of 3-4 students from your school and join in the fun competing against other high schoolers across our state. Winners from the state competition advance to National Semi-Finals and Finals of the National Economic Challenge held online May 2021.

The [Economic Competition] is a motivating team activity for students interested in economics. The Council for Economics Education offers an abundance of [materials](https://www.councilforeconed.org/national-economics-challenge/what-should-i-use-to-prepare/) to prepare you and your students to compete so you will have everything you need. There is no limit on the number of teams you can enter, so you can use this as an engaging classroom activity.

A Few Highlights

* Knowledge areas: Microeconomics, Macroeconomics, the International Economy
* Cash prizes: up to $1,000 for each student on top teams in the National Finals
* Two divisions: one for AP, IB, and honors students; one for introductory economics students
* No cost: [after the entry fee to (local competition)] to compete through the Finals round

To learn more visit nationalconomicschallenge.org

To register your team today visit **[link to CEE site or directly to your local registration page].**

Watch highlights from the 2020 National Economic Challenge! Don’t miss out this spring!

**[VIDEO https://youtu.be/BckHSTHPQwc]**

SOCIAL NETWORKS

**Twitter**
1) Register now for the **[local economics challenge],** a high school competition in micro and macroeconomics plus knowledge of international #econ. State winners compete for cash prizes in the @CouncilforEconEd’s National Economics Challenge! #econchallenge nationaleconomicschallenge.org

2) The @CouncilforEconEd’s National Economics Challenge is open for registration! Teams of high school students compete in micro and macroeconomics for cash prizes! #econchallenge Register now: nationaleconomicschallenge.org

**Facebook/LinkedIn/Instagram** **[for Instagram and wherever else appropriate, use tag #econchallenge]**

Register now for the **[local economics challenge]**, the premier high school competition where teams are tested on micro and macroeconomics and knowledge of the international economy. State champions move on to National Semi-Finals and Finals of the National Economic Challenge. Cash Prizes – Fun Team Competition – Fully virtual. #econchallenge

Register at: nationaleconomicschallenge.org

**[For Instagram, you can put nationaleconomicschallenge.org or your local challenge registration link in your bio and replace the last sentence with “More information at the link in our bio”.**

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**EconEdLink website – home page text for “big pitch” image**

**National Economic Challenge registration is open!**

This year’s National Economic Challenge will be completely online – so you can continue to offer your students a fun and motivating team activity to study economics.

The National Economics Challenge (NEC) is the country’s premier economics competition for high school students. It tests micro and macroeconomic principles as well as knowledge of the international economy

Competitions begin at the state level. The winning team from each state moves on to the National Semi-Finals from which the top-scoring teams advance to compete for the National Title and cash prizes.

[Learn More](https://www.councilforeconed.org/national-economics-challenge/)

[Register for your State Competition](https://www.councilforeconed.org/national-economics-challenge/register-2/)