**2022 NEC Affiliate Marketing Toolkit**

**Suggested Email & 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 our state’s premier economics competition 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 or adult coach, compete through **(list elements of competition – written exams, presentations, online test)** to determine the state champion.   
   
The state winning teamwill receive **(list prizes)** and advance to compete against other states in the Council for Economic Education’s (CEE) prestigious [National Economics Challenge](https://www.councilforeconed.org/national-economics-challenge/) (NEC). For spring 2022, the First Round National Challenge and National Semi-Finals will be held online. The four teams advancing to the National Finals will travel to New York City on an all-expense paid trip to compete in-person.

* [**State Competition** – Dates and In-person / online location]
* **First Round National Challenge (Online)** - Conducted as an online test to be held **[date if known]** on one day between April 25 – May 12.
* **National Semi-Finals (Virtual)** - Critical thinking round where teams participate in a case study and present in front of a panel of judges during the week of May 16th.
* **National Finals (In-person)** - Includes a critical thinking round and quiz bowl where students have the opportunity to present to economists and financial professionals on one day between June 4 – June 6.

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 | 4th place: $125**

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

Begin your journey to Nationals today! Teachers can register their teams of students[**here**](https://www.econedlink.org/national-economics-challenge-registration/) **[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 [www.econedlink.org/national-economics-challenge/](http://www.econedlink.org/national-economics-challenge/).

Hope to see you there!  
  
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**EMAIL 2:**

Dear Educator:

The **[enter name of local competition]** is coming soon! [Register today](https://www.econedlink.org/national-economics-challenge-registration/) and 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 the Council for Economic Education’s (CEE) prestigious [National Economic Challenge](https://www.econedlink.org/national-economics-challenge/).

* [**State Competition** – Dates and In-person / online location]
* **First Round National Challenge (Online)** - Conducted as an online test to be held **[date if known]** on one day between April 25 – May 12.
* **National Semi-Finals (Virtual)** - Critical thinking round where teams participate in a case study and presents in front of a panel of judges during the week of May 16th.
* **National Finals (In-person)** Critical thinking round and quiz bowl where students present to economists and financial professionals. Held in New York City weekend of June 4th.

The **[enter name of your 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, current events
* Cash prizes: up to $1,000 for each student and one coach on top teams in the National Finals
* All Expense paid trip to National Finals in NYC for Top 4 teams
* 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 [National Economic Challenge](https://www.econedlink.org/national-economics-challenge/).

To register your team today click [here](https://www.econedlink.org/national-economics-challenge-registration/). **[link to CEE site or directly to your local registration page].**

Don’t miss out this spring!

**SOCIAL MEDIA:**

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 AND a trip to NYC in the @CouncilEconEd’s National Economics Challenge! #econchallenge nationaleconomicschallenge.org

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

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