



Agent Program

FEATURES & GUIDELINES

School districts across our Nation work tirelessly to support the academic development of today's youth. National Life Group, through our member companies National Life Insurance Company and Life Insurance Company of the Southwest, want to support these efforts through the National Life Group Prizes for Pages program.

The National Life Group Prizes for Pages program is a turn-key, self-funded relationship building campaign. Use the Prizes for Pages program to build relationships in school districts by promoting and rewarding literacy!

Getting Started

Determine your target school, program time frame and the prize(s) you would like to provide.

The program time frame can range from one month to the entire school year—the choice is yours. You will work with the school to determine the right number of books to read during the time frame and schedule the awards presentation. Choose smaller rewards for shorter time frames and larger rewards for longer time frames.

"Good friends, good books, and a sleepy conscience: this is the ideal life."

— Mark Twain

National Life Insurance Company® | Life Insurance Company of the Southwest®

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Getting Started Checklist

1. ☐ Determine the type of program you would like to hold.

Sample Programs

1/2 Year	Full Year
September - December	September - May
Prizes: Four tickets to local attraction. <i>Approximate cost for all prizes \$100–\$200.</i>	Prizes: <ul style="list-style-type: none">• Bicycle & Helmet (Grand Prize)• Scooter (First Prize)• Bicycle Helmet (Second Prize) <i>Approximate cost for all prizes \$175–\$250.</i>
Read 15 Books in program period to qualify for prize drawing. Student who reads the most books wins the prize.	Read 30 Books in program period to qualify for drawing. (Offer added incentive to read more—extra entry for every five additional books read).
Host a pizza party or ice cream social in school cafeteria for all students that complete the minimum requirements. During the party draw and announce the winner. <i>Approximate cost for party: \$100–\$300.</i>	Host a pizza party or ice cream social in school cafeteria for all students that complete the minimum requirements. During the party draw winners for grand prizes. <i>Approximate cost for party: \$100–\$300.</i>

2. ☐ Contact the main office of your target school.
3. ☐ Provide them with the Prizes for Pages explanation document and grade appropriate tracking sheets (printed and by e-mail).
4. ☐ Ask them to collect tracking sheets throughout the program period.
5. ☐ Hang the program banner or poster and display the grand prize in a visible area within their school.
6. ☐ Visit the school periodically to check status.

Coordinate a date for the grand prize drawing with the school office staff. Draw one of the completed entry forms for each prize you are giving away.

Tools You Need

- Print banner or poster at local print shop (Kinkos, Staples, Party City, etc.)
- Purchase reams of paper to provide to school to print Prizes for Pages forms.
- Purchase prizes (*Tip: Contact store manager and ask for discount.*)

This simple, flexible program will help you to build strong relationships and recognition within your target school!