



**The
Encore
Prize**

Generation to
Generation Challenge



The Encore Prize: Gen2Gen Challenge

Social Media & Marketing Toolkit for Partners

Thanks for helping to spread the word about The Encore Prize: Generation to Generation Challenge, a competition to discover and invest in new ways to bring the talent and experience of people over 50 to improve the lives of vulnerable youth.

Between August 8 and 31, voters -- and by voters, we mean anyone and everyone who cares about young people and our future! -- will help us decide which of 15 semi-finalists will go on to vie for two \$50,000 prizes. People can vote for up to five innovators every day through the end of August.

We hope that this toolkit -- full of sample language and graphics -- will make it easy to share this information with your community and support new ways to bring generations together to create a better future for future generations. Please feel free to customize your messages to meet the needs of your audience.

To find out who wins, be sure to follow our Encore.org and Gen2Gen social media pages:

- [Gen2Gen Facebook](#)
- [Encore.org Facebook](#)
- [Encore.org Twitter](#)

The Encore Prize

Generation to Generation Challenge

Hashtags & Handles

Hashtags:

Please use hashtags **#EncorePrize** and **#Gen2Gen** in your social media posts. This will help keep us in the loop when you share and give us the opportunity to support you by amplifying your social reach. If you can only fit in one hashtag, use **#EncorePrize**.

Handles:

On Facebook: @Encore.org @iamGen2Gen

On Twitter: @EncoreOrg

Blog Post

We have created a blog post that includes an overview of The Encore Prize, links to voting, and a list of short descriptions of all 15 semi-finalists. You are more than welcome to link to it or to reprint it on your site. You can find the post [here](#).

Sample Language & Posts

Below you'll find email blurbs and social media posts you can use to spread the word about the Encore Prize. For tracking purposes, we've customized the bit.ly links so please use the links specified here whenever possible.

E-newsletter Blurbs:

Which Ideas Are Worth \$50K?

Imagine you've got \$100,000 to invest in two great ideas that connect people over 50 and young people who need champions. Who would you give it to? Between August 8 and 31, your vote in **The Encore Prize: Generation to Generation Challenge** will help decide which of 15 innovators will go on to vie for two \$50,000 prizes. Vote for your favorites each day here: bit.ly/EncorePrize

Who Will Win The Encore Prize?

Fifteen innovators have great ideas for bringing more people over 50 into the lives of kids who need champions. You decide which ones will go on to vie for two \$50,000 Encore Prizes. Click here -- bit.ly/EncorePrize -- to vote for your favorites every day this month.

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Facebook & LinkedIn:

Who will win an Encore Prize and \$50,000 in start-up funding? Help Encore.org (TAG: @Encore.org) decide by clicking here bit.ly/EncorePrize to vote your favorites today and every day this month! Given in conjunction with the Generation to Generation (TAG: @iamGen2Gen) campaign to mobilize adults 50+ to help young people thrive, The Encore Prize will be awarded to organizations or individuals of any age with innovative ideas for using experienced talent to help vulnerable youth. #EncorePrize #Gen2Gen

Help Encore.org (TAG: @Encore.org) decide which innovative ideas for engaging people over 50 in improving the lives of kids who need champions will move on for a chance to win one of two \$50,000 Encore Prizes. Click here to cast your vote - bit.ly/EncorePrize. Check back each day this month to vote again for your favorites! #EncorePrize #Gen2Gen

If you had \$50,000 in your pocket to help fund innovative ideas that engage older adults in helping young people thrive, who would you give it to? These 15 semi-finalists are vying for your vote and a chance to win one of two \$50,000 investments. Vote today and every day this month for your favorites in the Encore Prize: Generation to Generation Challenge (TAG: @iamGen2Gen): bit.ly/EncorePrize. #EncorePrize #Gen2Gen

Twitter (140 character limit):

You decide which ideas for connecting people over 50 and vulnerable kids are worth \$50K. bit.ly/EncorePrize #EncorePrize #Gen2Gen

Vote now for the best ideas connecting people over 50 & vulnerable kids. 2 will win \$50K. bit.ly/EncorePrize #EncorePrize #Gen2Gen

15 are competing to win \$50K to fund ideas connecting generations. Vote for your faves bit.ly/EncorePrize #EncorePrize #Gen2Gen

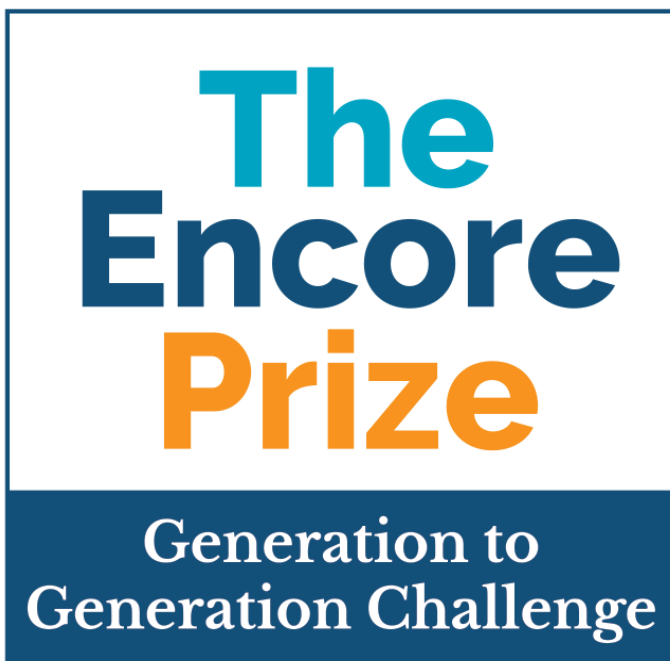
#EncorePrize rewards new ways to connect generations. You decide who wins \$50K. bit.ly/EncorePrize #Gen2Gen @EncoreOrg

TheEncorePrize

Generation to Generation Challenge

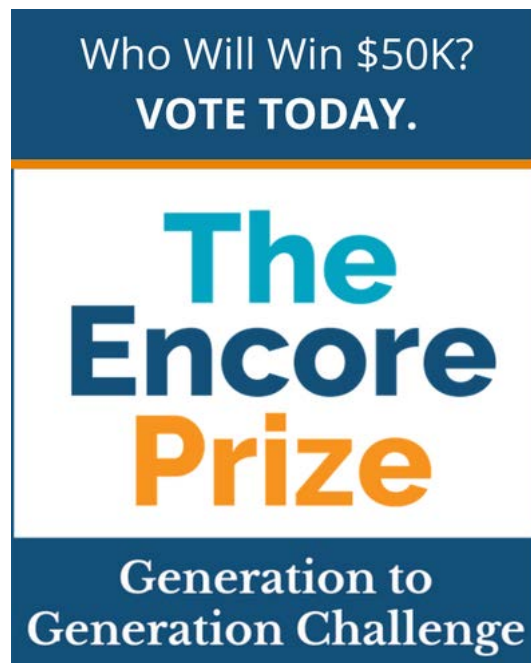
Sample Images to Share:

Select "download" to save each image.



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Sample Images to Share (cont.):



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