

# Youth Influencer Contest

To Raise Awareness and Action for the

## 2022 Increase Teachers of Color Act

[www.tocaimn.com/itca-social-media-competition](http://www.tocaimn.com/itca-social-media-competition)

Up to 26 Awards from \$500-\$1,000



How can you raise awareness, get others to act and earn points?	
WAYS TO GET YOURSELF AND OTHERS INVOLVED	POINTS
<b>Testify (virtually)</b> for 2-3 minutes sharing your story and views at a House or Senate Education or Higher Education committee hearing. Contact <a href="mailto:info@tocaimn.com">info@tocaimn.com</a> if interested.	100 points
<b>Meeting (virtually)</b> with a representative or senator who serves on the House or Senate Education or Higher Education committees	70 points each
<b>Meeting (virtually)</b> with their own state representative or senator	50 points each
<b>Organize a meeting (virtually)</b> of youth and/or parents to take action in support of the Increase Teachers of Color Act	50 points for holding event; additional points as listed for each person who takes certain actions
<b>Convince your school board</b> or some other organization(s) to endorse the Increase Teachers of Color Act	40 points
<b>Talk with a lawmaker</b> about ITCA via their social media account	30 points each
<b>Record Video testimony</b> (30-90 seconds) why it's important for elected leaders to support ITCA and posting on social media tagging lawmakers and/or posting on the Coalition's Flipgrid site <a href="https://flipgrid.com/dd1d5e28">https://flipgrid.com/dd1d5e28</a>	30 points for each video
<b>Refer a friend</b> to also get involved with the contest	20 points each
<b>Watch &amp; Share a virtual bill hearing</b> about ITCA held by a legislative committee and get others to join you as you all engage in social media messaging while watching	20 points for each person
<b>Send an email</b> or leave voicemails for key legislators. Guidance is at: <a href="http://www.tocaimn.com/make-your-voice-heard">www.tocaimn.com/make-your-voice-heard</a>	10 points each
<b>Convince people to join the Coalition</b> at <a href="http://www.tocaimn.com/join-act">www.tocaimn.com/join-act</a> to receive legislative updates about ITCA	10 points for each person that joins
<b>Post</b> on social media (make graphics or videos of you talking about ITCA and generate interest, share links about ITCA, do live streams, etc. Be creative!)	10 points for each post with at least 30 "likes" or 5 re-posts/re-tweets
<p><b>Have other ideas for Action?</b> Email us at <a href="mailto:info@tocaimn.com">info@tocaimn.com</a>, and we'll let you know if your idea would count for the contest. <a href="#">Sign up Now to Participate!</a></p>	

