

Youth Influencer Contest

To Raise Awareness and Action for the

2022 Increase Teachers of Color Act

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
Testify (virtually) for 2-3 minutes sharing your story and views at a House or Senate Education or Higher Education committee hearing. Contact info@tocaimn.com if interested.	100 points
Meeting (virtually) with a representative or senator who serves on the House or Senate Education or Higher Education committees	70 points each
Meeting (virtually) with their own state representative or senator	50 points each
Organize a meeting (virtually) 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
Convince your school board or some other organization(s) to endorse the Increase Teachers of Color Act	40 points
Talk with a lawmaker about ITCA via their social media account	30 points each
Record Video testimony (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 https://flipgrid.com/dd1d5e28	30 points for each video
Refer a friend to also get involved with the contest	20 points each
Watch & Share a virtual bill hearing 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
Send an email or leave voicemails for key legislators. Guidance is at: www.tocaimn.com/make-your-voice-heard	10 points each
Convince people to join the Coalition at www.tocaimn.com/join-act to receive legislative updates about ITCA	10 points for each person that joins
Post 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>Have other ideas for Action? Email us at info@tocaimn.com, and we'll let you know if your idea would count for the contest. Sign up Now to Participate!</p>	

