

Summer of Heroes 2021 Toolkit

INCLUDED IN THIS TOOLKIT

We appreciate your help in spreading the word across the state that we're looking for youth heroes. Nominations are accepted May 10 - July 2, 2021. This toolkit contains materials that will make it easy for you to share information as we search for local youth heroes.

Included in this toolkit you will find:

- Information about the program
- Article for newsletter or email
- Social media posts

HELP US FIND HEROES

Here are a few ways you can support the Summer of Heroes program.

Talk to others - Encourage your employees to talk to customers about the program.
There are some talking points about the program included in this toolkit to help communicate.

Show your Support - Display Summer of Heroes fliers in retail and/or customer service locations.

A flier is attached to the email that included this toolkit. Please let us know if you would like printed 11"x17" posters.

Add to your newsletter - Share a call for nominations in your staff and public newsletters.
Use the newsletter template article in this toolkit for ease of sharing.

Get social - Highlight the program on your organization's social media channels and encourage others to like, share or retweet posts, if appropriate.
Sample social posts are included in this toolkit. The 2021 Summer of Heroes logo was attached to the email that included this toolkit.

Put it on the web - Promote it on your organization's website.
Add the Summer of Heroes logo and website link (www.alaskacommunications.com/summerofheroes) on your site or community involvement page.



ABOUT THE PROGRAM

What is the Alaska Communications Summer of Heroes program?

- Summer of Heroes is an annual program that recognizes five outstanding young heroes, plus one hero from the Employee Program, who are making a difference in their local communities in Alaska.
- Now in its 11th year, Summer of Heroes aims to raise awareness and support for youth development programs throughout the state, such as those provided by Boys & Girls Clubs – Alaska, the official nonprofit partner for Summer of Heroes.
- Through the pandemic, Boys & Girls Clubs throughout Alaska are continuing to serve youth in non-traditional methods and they could use our support now, more than ever.

Who can be nominated for the youth recognition program?

A hero can be any Alaska resident between the ages of 6 and 18 who is making a positive difference in his or her community. Examples include, but are not limited to, the following types of efforts:

- Volunteering or raising funds for a cause,
- Making a difference in school through education or sports,
- Making a significant contribution to his or her community,
- Considering others' needs before their own, or
- Inspiring others to get involved.

This year, a hero's efforts may have come to light during the pandemic when he/she took action to help others in the community during a challenging time.

When does the Summer of Heroes program start and end?

- The nomination period for hero candidates runs from May 10 – July 2, 2021.

What is the nomination process for the Summer of Heroes program?

Starting May 10, nominations can be submitted one of the following two ways:

1. Online: Visit the [Summer of Heroes website](http://www.alaskacommunications.com/summerofheroes) (www.alaskacommunications.com/summerofheroes) and follow the instructions for completing and submitting the nomination form.
2. Print or in-person: Obtain a hard-copy nomination form from any Boys & Girls Clubs – Alaska Clubhouse or by downloading the PDF from the Summer of Heroes website. Complete the form and submit it in-person at a Boys & Girls Clubs – Alaska Clubhouse or via email to SummerofHeroes@alaskacommunications.com.

All nominations must be received **by July 2**.

How will the heroes be recognized?

The five heroes, plus one hero from the Employee Program, will receive:

- a \$1,500 scholarship through the Alaska 529 College Savings Plan, and
 - special recognition in each hero's community*
- *2021 recognitions may be impacted by COVID-19. Alaska Communications will follow state and local guidelines.*

Why do organizations partner with Alaska Communications to promote this program?

- Summer of Heroes partners recognize that investment in our youth and their futures is a critical component of building communities that are positive, healthy places to live.

Where can I find more information about the Summer of Heroes program?

- For more information, please visit www.alaskacommunications.com/summerofheroes. Stay up-to-date on Summer of Heroes initiatives and events by connecting with Alaska Communications on [Facebook](#).

ARTICLE FOR NEWSLETTER OR EMAIL



Who's Your Hero?

Nominate Your Favorite Youth for Doing Good in the Community

Calling all youth heroes! [Alaska Communications](http://AlaskaCommunications) seeks nominations for its annual Summer of Heroes scholarship program with Boys & Girls Clubs - Alaska. People can nominate Alaska youth, ages 6-18, who are making a difference in their communities. Up to six youth heroes will be awarded a \$1,500 scholarship and earn special recognition in their local community. Now in its 11th year, this community program aims to promote awareness and support for youth development programs throughout the state. Nominate your hero via the online form at www.AlaskaCommunications.com/SummerofHeroes or at Boys & Girls Clubs – Alaska clubhouse. Nominations are due July 2.

SOCIAL MEDIA POSTS

We hope you will consider using social media to help spread the word that we're looking for young community heroes.

You can share directly from Alaska Communications' posts on Facebook, Twitter, Instagram or Linked In. You're also welcome to use the language below or create your own.

Facebook Examples

Do you know a young person who deserves a \$1,500 scholarship and recognition for their efforts? @Alaska Communications and @Boys & Girls Clubs – Alaska are now accepting nominations for the 2021 #SummerOfHeroes program. Learn more: <http://bit.ly/1ILo8uE>

Do you know an outstanding youth? Someone who does good in the community or really stepped up to help others during the pandemic? The 11th annual Summer of Heroes nomination period is now open! Get involved by nominating a remarkable youth in your life, or help @Alaska youth by simply changing your internet service. Now through August 14, Alaska Communications will donate \$25 to @Boys & Girls Clubs – Alaska for every new Unlimited or Business Internet contract! <http://bit.ly/1ILo8uE>

If you know a youth between 6-18 years old who is making a positive difference and inspiring others in their community, nominate them for @Alaska Communications' 2020 #SummerOfHeroes program. They could receive a \$1,500 scholarship. Learn how here: <http://bit.ly/1ILo8uE>

Twitter Examples

In just 30 minutes, you could recognize a youth hero in your life, and they could win a #scholarship. Learn more about #SummerOfHeroes: <http://bit.ly/1ILo8uE>

Do you have an awesome kid in your Alaska community? Nominate your youth hero for a \$1,500 #scholarship here: <http://bit.ly/1ILo8uE> #Alaska #SummerOfHeroes

Submit your #SummerOfHeroes nomination here: <http://bit.ly/1ILo8uE>! Youth winners receive a \$1,500 #scholarship and special recognition. #Alaska

.@AlaskaComm will donate \$25 to @BGCAAlaska for every new Unlimited or Business Internet contract thru 7/2. Sign up today to help!

Don't forget to nominate the #Alaska youth hero in your life for a #scholarship through the #SummerOfHeroes program. Learn more: <http://bit.ly/1ILo8uE>

**Add #Alaska and #SummerOfHeroes to your posts to increase traffic*

***In order to tag an organization in a Facebook post, you must "like" their page first.*

THANK YOU FOR YOUR SUPPORT OF ALASKA YOUTH!