



## The NEA Foundation Awards for Teaching Excellence Promotional Toolkit

We are excited to announce the recipients of the 2019 NEA Foundation Awards for Teaching Excellence. These awardees represent the best of the profession, and we look forward to celebrating them at the NEA Foundation Salute to Excellence in Education gala on February 8, 2019 in Washington, D.C. The gala will be live streamed at [neafoundation.org](http://neafoundation.org).

This toolkit includes:

- A template press release
- Template social media posts
- More information about the Awards for Teaching Excellence

Watch the NEA Foundation's Facebook and Twitter feeds for an upcoming post celebrating the awardees. We'll continue to share news of the awardees and gala, including the announcement of the five Horace Mann awardees in September.

We greatly appreciate the use of our correct name, the NEA Foundation. We are never the National Education Association Foundation, nor are we the same as the NEA. Please refer questions about the program or the Foundation not covered here directly to Edith or Juliana. Feel free to get in touch with any questions or ideas—we love to hear from you.

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## Press Releases

At [this link](#) you can find a template press release that you can use to create a customized release for the awardee from your state. A spreadsheet with their names, titles, and schools can be found [here](#). Their headshots can be found [here](#).

You are welcome to use the content on your website, newsletters, magazines, and to share with the press.

## Template Social Media Posts

We would love to see what you're sharing—tag @NEAFoundation in your posts and use the hashtag #neafproud and #neafgala.

Facebook: Congratulations to our own [\[awardee name\]](#), a [\[work title\]](#), on being selected to receive the 2019 NEA Foundation Award for Teaching Excellence! We're proud to celebrate [\[awardee name\]](#)'s outstanding work.

Twitter: Congrats to @NEAFoundation awardee [\[awardee name\]](#)! We can't wait to recognize you at the #NEAFgala in February! #neafproud

## Frequently Asked Questions

### What is the NEA Foundation?

The NEA Foundation is a public charity founded by educators for educators to improve public education for all students. Since our beginning in 1969, the Foundation has served as a laboratory of learning, offering funding and other resources to public school educators, their schools, and districts to solve complex teaching and learning challenges. We elevate and share educator solutions to ensure greater reach and impact on student learning. We believe that when educators unleash their own power, ideas, and voices, communities, schools, and students all benefit. Visit [neafoundation.org](http://neafoundation.org) to learn more about our leadership and programs.

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### What are the Awards for Teaching Excellence?

The NEA Foundation Awards for Teaching Excellence recognize, reward, and promote excellence in both teaching and advocacy for the association. The awards are presented jointly by the NEA Foundation and the National Education Association.

There are three levels of recognition:

- All educators nominated by their NEA state affiliates are **California Casualty Awards for Teaching Excellence** recipients.
- Five educators receive the **Horace Mann Awards for Teaching Excellence**.
- One receives the **NEA Member Benefits Award for Teaching Excellence**.

**How are awardees publicly recognized?**

Every February, the NEA Foundation holds an annual awards ceremony, the Salute to Excellence in Education Gala, to celebrate the men and women who work in America's public schools. Awardees are honored on stage in front of an audience of almost 1,000 leaders from the public education, business, and philanthropic sectors. In addition, the NEA Foundation works with the NEA state affiliates to generate public recognition via media coverage.

