



TAR Nominee Resources: How-To Guide

How to Earn Points & Engage Your Community

Congratulations on your nomination!

To help you have the best possible chance at winning the \$15K prize, we've compiled a list of resources and templates. Feel free to use any and all of them to engage your community and spread the word about Thank-A-Retailer and the cause you've chosen to support.

Sample Social Media Posts

We've provided four sample social media posts — two for Twitter, two for Facebook — to help spread the word about your nomination and tell your followers how to help you earn points. Customize them any way you'd like, then post them on your social media channels.

Social Media Images

When posting on social media, we recommend sharing an image to help catch the eye of your followers. You can upload the provided Thank-A-Retailer branded images directly to your social media posts, or feel free to use your own.

Social Media Background Images

To keep Thank-A-Retailer even more top of mind for your followers, we recommend changing your Twitter and/or Facebook cover photos to one of the provided social media background images.

Social Media 101

Not too savvy on social media? No problem. We've written a handy guide especially for ag retailers, which walks you through everything from how to set up an account to how often to post.

News Release Template

Help your local news organizations learn about your Thank-A-Retailer nomination and the cause you're supporting by sharing a news release. We've provided a template that you can personalize and make your own. When you're ready, share it with your local news organizations, and remember to provide contact information in case they'd like to learn more about the initiative from your team.

Email Template

Sending an email to your customers and contacts is a simple way to share the news of your nomination and ask for their support. We've made it even easier with a customizable email template.

Video

We've created a short, animated video that explains how to play the Thank-A-Retailer game and earn points for an ag retailer. Share this with your followers on social media or via email to show them how it's done.