



THE  
**SUCCEEDS**  
PRIZE

Recognizing Education  
Innovators & Impact Makers

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**APPLICATION  
OUTREACH  
TOOLKIT**

2021

# Table of Contents

Background & Purpose.....3

Eligibility.....4

Selection Process.....5

Spread the Word: Sample Social Media Posts.....6

Spread the Word: Sample Newsletter Blurb.....7

Sponsors.....8

About Colorado Succeeds.....9

Contact Information.....10



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# Background & Purpose

In its fifth year, The Succeeds Prize is the most prestigious award and recognition for Colorado's public schools and educators. It is a collaborative effort between Colorado Succeeds, 9NEWS, and the business community.

The Prize exists to identify, recognize, and share stories of impact from innovative educators statewide. We seek to share best practices so students and families across the state, especially those traditionally underserved by our education system, can benefit from other's experience, insights, and lessons learned.

Winners receive a \$15,000 cash prize to support their work, are featured in a televised campaign on 9NEWS, included in digital storytelling across Colorado Succeeds' platforms, and are given opportunities to engage with our wider network of business, policymakers, and organizational partners.



# Eligibility

We seek to invest in and amplify the best examples of educators, schools, districts, partnerships, and programs that embody our [Vision 2030 Framework](#) and are achieving, or laying the groundwork for, outcomes for students from diverse backgrounds.

We seek to identify learning providers or key supports to learning providers impacting students age 3 – 18 in the broadest possible sense. Examples include:

- Early childhood education providers
- K-12 education providers
- Post-secondary pathways designed for high school students
- School districts
- BOCES
- Partnerships among any combination of the above

[Click here for the application.](#)



# Selection Process

**Application:** [The Succeeds Prize application](#) was released in April. Applicants are asked to respond to a series of questions, articulating why their program should be considered, based on award criteria. The application closes June 1.

- *Colorado Succeeds will also host virtual office hours on Zoom to answer any questions applicants may have. [Register for May 4, 3:30 – 4:30 pm](#) or [register for May 18, 3:30 – 4:30 pm](#).*

**Review & Finalist Selection:** Applicants will be reviewed by Colorado Succeeds staff and an advisory committee of education, business, and philanthropic leaders in Colorado. The committee supports Colorado Succeeds in identifying winners.

**Winner Announcement:** Winners of The Succeeds Prize will be notified in August.



# Spread the Word: Sample Social Media Posts

## **Facebook & LinkedIn**

*#TheSucceedsPrize application is now open! @ColoradoSucceeds is seeking educators who are innovating to prepare their students to address the challenges of the future. Winners receive a cash prize and are featured in a storytelling campaign on @9NEWS. Learn more and apply by June 1 here: [bit.ly/3wMZv0Z](https://bit.ly/3wMZv0Z)*

*Calling all educators – apply today for #TheSucceedsPrize by @ColoradoSucceeds focused on celebrating and amplifying your innovative approaches to achieving outcomes for students. Winners receive a cash prize and are featured in a storytelling campaign on @9NEWS. Learn more and apply by June 1 here: [bit.ly/3wMZv0Z](https://bit.ly/3wMZv0Z)*

## **Twitter**

*#TheSucceedsPrize application is now open! @COSucceeds is seeking educators with innovative solutions preparing their students to thrive. Learn more and apply by June 1 here: [bit.ly/3wMZv0Z](https://bit.ly/3wMZv0Z)*

**[Click here for graphics to share with your posts.](#)**



# Spread the Word: Sample Newsletter Blurb

## ***The Succeeds Prize 2021 Application is Now Open!***

*A collaboration between Colorado Succeeds, 9News, and the business community, The Succeeds Prize seeks to recognize and amplify the innovations of Colorado's most forward-thinking educators preparing their students to thrive in an everchanging world.*

*Winners receive a cash prize, are featured in storytelling done on 9News and Colorado Succeeds' digital platforms, and given opportunities to engage with business, policymakers, and partners. Early childhood education providers, K-12 education providers, post-secondary pathway programs for high school students, school districts, BOCES, and any partnerships between these providers are eligible.*

*Apply by June 1 at [www.thesucceedsprize.org](http://www.thesucceedsprize.org).*



# Sponsors

The Succeeds Prize is made possible by these business champions dedicated to ensuring all students in Colorado have access to a game-changing education.



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# About Colorado Succeeds

Colorado Succeeds is a nonprofit, nonpartisan organization that brings business leaders across the state together to ensure all of Colorado's children are educated to their greatest potential and that Colorado's businesses have the homegrown talent they need to thrive.

In collaboration with business, government, and education leaders, we work to create, invest, and scale education and workforce development solutions across Colorado.

Learn more at [coloradosucceeds.org](https://coloradosucceeds.org).



# Contact Information

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For more information on The Succeeds Prize, visit [www.thesucceedsprize.org](http://www.thesucceedsprize.org).  
For more information on Colorado Succeeds, visit [www.coloradosucceeds.org](http://www.coloradosucceeds.org).

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## Thank you!

