

## Example Newsletter Copy and Social Media Posts

### **Example Thank a Teacher Day Newsletter Copy (Long):**

Did you know National Thank a Teacher Day is coming up on **Wednesday the 23<sup>rd</sup> June**? Every year, Thank A Teacher Day celebrates the schools, teachers and support staff across the country that have kept us going through the past year. This year, there are a whole host of celebrities joining in on the fun with Pixie Lott, Nadiya Hussain and Sir Michael Morpurgo all celebrating Britain's greatest teachers.

They're encouraging everyone to 'Wear Something Sparkly for your Teaching Stars' on Thank a Teacher Day, so don your jazziest jewellery and glittery outfits and show them off on social media with the hashtag #ThankATeacherDay. They are also excited to launch a limited edition thank you e-card, specially designed by Gruffalo illustrator, Axel Scheffler, which can be sent for free at [www.thankateacher.co.uk](http://www.thankateacher.co.uk) to anyone working in a school.

So, if you know a special teacher, teaching assistant, playground helper or even a whole school team, send them a card and let them know how grateful you are. We all know a thank you can go a long way, especially after such a testing year!

Those who send a card will be given the option to enter any of their celebrity judged #HowWillYouSayThankYou competitions, such as Nadiya Hussain's baking competition and Michael Morpurgo's short story or poem competition. So, show off your skills for your teaching heroes and you could receive a special celebrity shout out.

Visit [www.thankateacher.co.uk](http://www.thankateacher.co.uk) to find out more about how to get involved and to download our range of promotional resources and print out activities including quizzes, make your own bunting and colour in pages.

### **Example Thank a Teacher Day Newsletter Copy (Short):**

National Thank a Teacher Day is coming up on **Wednesday the 23<sup>rd</sup> June** and you can get involved!

Join the likes of Pixie Lott, Nadiya Hussain and Sir Michael Morpurgo in celebrating Britain's greatest teachers by sending a free Axel Scheffler thank you e-card to anyone working in a school, whether it's for an individual or a whole school team.

Visit [www.thankateacher.co.uk](http://www.thankateacher.co.uk) to send a card and download a pack of promotional and activity resources. Once you've sent a card, you'll be given the chance to enter the celebrity judged #HowWillYouSayThankYou competitions, including Nadiya Hussain's baking competition and Michael Morpurgo's short story or poem competition.

You can also join the nation in 'Wearing Something Sparkly for your Teaching Stars' on Thank a Teacher Day, so don your jazziest jewellery and glittery outfits and show them off on social media with the hashtag #ThankATeacherDay.

Let's show our gratitude for the amazing teachers we know this Thank a Teacher Day!

## Example Newsletter Copy and Social Media Posts

### **Social Media In the lead up to Thank A Teacher Day:**

- Want a teacher to receive a thank you e-card in time for #ThankATeacherDay? Visit [www.thankateacher.co.uk](http://www.thankateacher.co.uk) today to fill in the info and type in your personalised message and they'll receive a free e-card specially designed by Axel Scheffler!
- Calling all parents of star bakers, budding artists, and future writers! Got a teacher you would like to thank? Entries are open for the #HowWillYouSayThankYou competitions with winners revealed by celebrity judges. Find out more at [www.thankateacher.co.uk](http://www.thankateacher.co.uk).
- National #ThankATeacherDay is in less than a month! Visit [www.thankateacher.co.uk](http://www.thankateacher.co.uk) to send a free personalised e-card to an amazing teacher you know and to download a whole host of fun resources to do with the kids on June 23rd!
- Want your child to be shouted out by a celeb? @UKThankATeacher are running a series of celebrity judged #HowWillYouSayThankYou competitions. Whether they want to bake a cookie for their teacher or write a poem, visit [www.thankateacher.co.uk](http://www.thankateacher.co.uk) to enter.
- We've just entered the @UKThankATeacher #HowWillYouSayThankYou competitions! You can enter too at [www.thankateacher.co.uk](http://www.thankateacher.co.uk). Winners will be shouted out on #ThankATeacherDay by one of the celebrity judges!

### **Social Media On the day (June 23<sup>rd</sup> 2021):**

- Happy National #ThankATeacherDay! I've just thanked [Insert Teacher/School Name] for [Insert Reason} with a free special edition e-card at [www.thankateacher.co.uk](http://www.thankateacher.co.uk).
- This #ThankATeacherDay, our family is wearing something sparkly for their teaching stars, are you!? Let your teaching heroes know their impact by sending a free thank you e-card at [www.thankateacher.co.uk](http://www.thankateacher.co.uk)