

## VOTE NOW AND VOTE OFTEN!

Voting starts November 7 and runs through midnight on November 14. Visit [botbkc.com](http://botbkc.com) to cast your vote!

Thirty percent of the final selection in the Battle of the Brains will be determined by public vote. That's a real opportunity to make a difference! Each email address can vote once every 24 hours, so it's smart to create a "Get Out the Vote" campaign for your school. We're sharing a few tips, but we'd love to see you take it even further.

## GET OUT THE VOTE THROUGH SOCIAL MEDIA!

Social media can make a BIG difference in your ability to influence votes!

**Facebook:** Start by making sure you "like" the [Battle of the Brains page](#). You, your teachers, family and friends can all post frequent updates on Facebook encouraging others to vote for their favorite teams. Students and teachers can also upload a customized banner image to show all of Facebook that they're a winning BOTB team!

**Twitter:** Using Twitter to encourage voting can be a great addition to your social media strategy. Post a link to the voting site (tag [@BOTBKC](#)) and ask your Twitter followers to vote for your entry!

**Instagram:** Just like Twitter, Instagram is another powerful tool to have in your social media voting arsenal. Post a photo of your exhibit, design or teammates, tag [@BurnsMcDonnell](#) and use hashtag #BOTBKC, asking your Instagram followers to vote for your entry.

Not sure what to say? Don't worry — we've got you covered! You can use the suggested status updates at the end of this document.

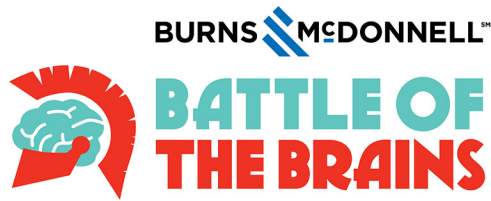
## OTHER STRATEGIES TO GET OUT THE VOTE FOR BATTLE OF THE BRAINS

**Use Your In-School Communication.** Make the most of your in-school communication tools to ensure students know about the need to vote every day. If it's allowed, make the news a part of school announcements. Add a mention to your school's newspaper or newscast, if you have one. Often, principals and teachers communicate to parents through email newsletters, and that's a great way to spread the word.

[botbkc.com](http://botbkc.com)

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**Use Your PTO or PTA.** Your parents care a lot about making your school the best learning environment possible. They would be thrilled to hear your school has the chance to win a \$50,000 grant. Pass the news to the president of your school's parent-teacher organization and ask them to encourage parents to vote every day during the voting period.

**Use Your Parents.** Your parents know a lot of people, don't they? Maybe they work at a large office or participate in several organizations. Everyone they know is someone who can vote — often — for your Battle of the Brains entry. Even if they don't know the students involved personally, they'll want to support your school. Encourage parents to spread the word every way they can.

**Use the media.** Maybe your local paper thinks this is big enough news to run a story. Or maybe you know someone that works at one of the radio stations. The media can help you get the word out in a big way. But be prepared and be considerate. Think about how your Battle of the Brains entry can be meaningful to readers and viewers. "Pitch" your story respectfully. And mind your grammar; they take that pretty seriously.

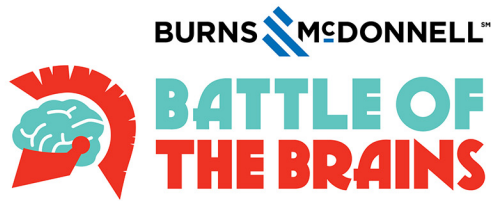
**Use your smiles.** Want to stand outside a local store with fliers asking people to vote for your entry? Go door-to-door in your neighborhood? OK! Just be sure to be smart and safe.

**Ask often.** Asking your friends to vote once isn't enough. Especially with Facebook and Twitter, things move very quickly. If you want to get lots of votes, ask everyone you know — and ask every day. Also, ask them to share with their friends and ask for their votes as well.

**Be creative.** No doubt there are 10 more ways you can encourage people to vote that aren't listed here. Challenge yourself to think of them. You've already shown how creative you are with your Battle of the Brains entry. Don't stop now.

**Vote yourself.** This one should be obvious, right?





## SAMPLE STATUS UPDATES

### Facebook

Show your support for #STEM. Vote now for your favorite Battle of the Brains entry, and help decide the next exhibit at Science City! <http://www.botbkc.com/>

I just voted for [TEAM NAME] in the Battle of the Brains competition, and you should too! Your vote can help determine the next exhibit at Science City. Here's how:

<http://www.botbkc.com/>

Hey #KansasCity! This is your chance to help determine the next great exhibit coming to Science City! Vote now for your favorite Battle of the Brains entry, and help turn these students' big ideas into a reality! <http://www.botbkc.com/>

I'm a STEM supporter! Check out [TEAM NAME]'s exhibit, and help make these students' dream a reality. Your vote could help turn their big idea into the next exhibit at Science City. Vote now! <http://www.botbkc.com/>

[TEAM NAME] is a finalist in the Battle of the Brains competition! And YOU can help turn their big idea into the next exhibit at Science City. Vote now! <http://www.botbkc.com/>

### Twitter

Vote now for your favorite @BOTBKC entry and help decide the next exhibit at @ScienceCityKC! <http://www.botbkc.com/>

I voted for my favorite @BOTBKC team & you should too! [TEAM NAME] could be the next @ScienceCityKC exhibit! <http://www.botbkc.com/>

Hey #KansasCity! Want to help decide the next exhibit at @ScienceCityKC? Vote for your favorite @BOTBKC idea! <http://www.botbkc.com/>

Support #STEM education in #KansasCity! Vote to turn one big idea into the next @ScienceCityKC exhibit. #BOTBKC <http://www.botbkc.com/>

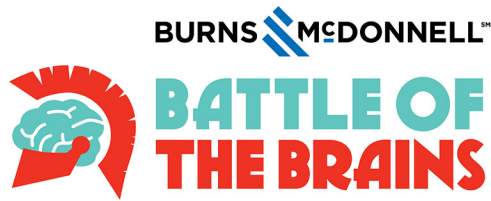
Check out [TEAM NAME]'s @BOTBKC entry! Want to help turn this into a new exhibit at @ScienceCityKC? Vote now! <http://www.botbkc.com/>.)

[TEAM NAME] is a @BOTBKC finalist and YOU can help turn their idea into an exhibit at @ScienceCityKC. Vote now! <http://www.botbkc.com/>

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## Instagram

Get out the vote for @BurnsMcDonnell's Battle of the Brains competition. Vote for your favorite #botbkc entry and help decide next exhibit at @ScienceCityKC!

<http://www.botbkc.com/>

I just voted for my favorite #BOTBKC team & you should too! [TEAM NAME] could be the next @ScienceCityKC exhibit! <http://www.botbkc.com/>

Help support #STEM education in #KansasCity! Vote for your favorite @BurnsMcDonnell #BOTBKC entry, and help turn one big idea into the next @ScienceCityKC exhibit.

<http://www.botbkc.com/>

Check out [TEAM NAME]'s entry in @BurnsMcDonnell's #BOTBKC competition! Want to help turn this into a new exhibit at @ScienceCityKC? Vote now! <http://www.botbkc.com/>

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