

## Emails

### New Logos ABM Campaign

#### Sequenced Emails

Audience: Decision-Makers

#### #1 (IEP Time Study)

**Subject A:** Does compliance have greater implications than legal concerns? Yes!

**Subject B:** Avoid the ineffective “generic” IEP with a single solution

**Resend:** Writing IEPs that help students shine doesn’t have to be hard

Hi {{Recipient.First\_Name}},

Too many IEPs are missing the “individualized” part that’s essential for helping students realize their full potential. But IEP teams could make huge improvements with the right support, such as step-by-step guidance and automated data collection and reporting.

You’ll find both of those in our IEP development solution, **Polaris**. It makes communication and collaboration easy, and you’ll **never** have to worry about compliance!

Commented [DB1]: Link to: <https://www.n2y.com/polaris>

**Download our time study** to discover the eye-opening 11-hour difference between a typical development process and using Polaris.

Commented [DB2]: Link to time study PDF

#### #2 (Davidson Case Study)

**Subject A:** Standards-first special ed lessons, guaranteed? Look no further!

**Subject B:** Breakthrough in special education: a real-world success story!

**Resend:** Discover the #1 solution for special education: real results inside!

**Preview Text:** Download our case study on ULS in Davidson County Schools!

#### Body Copy

Hi {{Recipient.First\_Name}},

Looking for a solution to a complex problem can be like finding a needle in a haystack. When it comes to a comprehensive special education curriculum, we can confidently say, “You’ve found it!”

**Unique Learning System** is that needle because it has everything students with disabilities need to achieve their full potential. And it gives teachers everything they need to deliver engaging, differentiated, standards-first learning experiences.

**Commented [DB3]:** Link to: <https://www.n2y.com/unique-learning-system>

Real-world results back this up. **Download our case study** on Unique Learning System in Davidson County, NC schools to see how much their students’ scores rose.

**Commented [DB4]:** Link to Davidson case study PDF page

### #3 (Core Behavior Profile)

**Subject A:** From chaos to calm: Transform special ed classroom behavior

**Subject B:** Help your team kiss classroom disruptions goodbye!

**Resend:** Knock down behavior-based barriers to learning in special ed

**Preview Text:** Download our Core Behavior Profile form from Positivity!

#### **Body Copy**

Hi {{Recipient.First\_Name}},

Let’s face it, special education teachers see disruptive behavior from many of their students—maybe even dangerous actions. There’s got to be a way to minimize this by teaching prosocial behaviors, right?

You’re in luck! Our classroom management solution, **Positivity**, provides positive behavior support that fits seamlessly into daily instruction and routines. It helps everyone focus on learning, so each student can realize their full potential.

**Commented [DB5]:** Link to: <https://www.n2y.com/positivity>

Creating a Core Behavior Profile for a learner is the first step to addressing maladaptive behaviors. **Download our profile form** today.

**Commented [DB6]:** Link to CBP PDF page

---

## New Teacher Support Campaign: Touchpoint #1—Admin Forum Video

### Email

Audience: Decision-Maker Prospects

**Subject A:** Give new teachers the support they need to survive, then thrive!

**Subject B:** New special education teachers are drowning! Throw them a lifeline

**Resend:** Is it “sink or swim” for your new teachers? See better approaches

**Preview Text:** Watch our video of seasoned educators discussing teacher support

### Body Copy

Hi {{Recipient.First\_Name}},

Current hiring challenges mean that your district probably has many new special education teachers. They’re likely overwhelmed and could use some help. Give them the support they need to find success early, such as premade lesson plans, data-driven IEP development, and evidence-based behavior strategies.

See seasoned administrators discuss what works in [our short video](#).

Commented [DB7]: Link to video

### Related Social Media

#### Facebook

Admins, new special education teachers are drowning in responsibilities! Throw them a lifeline with a strong support system. See what your colleagues say works in our short video: [url]

#### LinkedIn

New special education teachers in your district are likely overwhelmed and could use some help. Give them a strong support system to promote success, such as premade lesson plans, data-driven IEP development, and evidence-based behavior strategies. See seasoned administrators discuss what works in our short video: [url]

## YouTube

**Headline:** Strong Support: A Lifeline for New Special Education Teachers

Admins, new special education teachers are drowning in responsibilities! Throw them a lifeline with a strong support system that brings early success and builds confidence. You don't have to figure everything out on your own. See what seasoned administrators say works.

## Related Paid Social

### Facebook Image Ad

**Description** (27 characters): n2y

**Headline** (27 characters): A lifeline for new teachers

**Primary text** (125 characters): Watch our video for insights from special education administrators about the types of support they've found to be effective.

**Objective** (choose only one): Awareness | Traffic | Engagement | Leads | Sales

**Call to action** (choose only one): Download | Subscribe | Sign up | Book now | Learn more | Contact us | Get Quote

### LinkedIn Image Ad

**Headline** (70 characters): Give new teachers the support they need to survive, then thrive!

**Introductory text** (150 characters): Do you have the right support in place to ensure your team can manage their workload and drive student growth? Watch our video for proven approaches.

**Call to action** (choose only one): Download | Learn More | Sign Up | Subscribe | Register | Request Demo