



## Publicity, It's The Key To Success

Publicity is anything you do to promote the rewards program at your school. Be sure to [visit the idea gallery](#).

*Not only is promoting Cash 4 Class important to your school's success in the program, you also receive points for almost anything you do! Your school will receive 1,000 points for each publicity/promotional item submitted, with a maximum of 4,000 points awarded per month. That translates to 36,000 additional points that can be earned when you turn in your publicity, anytime during the program.*

**Here are some easy copy & paste scripts for you to use. Please be sure to customize the portion noted in RED.**

### **Put Cash 4 Class On Your Website!**

**Help XXX school win \$300 – \$5,000!**

**Shop, dine or use a service at Westfield Brandon August 1 – April 30**

It's easy to support our school when you submit receipts at [shopandlog.com/WestfieldFL](http://shopandlog.com/WestfieldFL) or drop off receipts at school in the receipt collection box (insert location of your box). View the latest Cash 4 Class flyer for details about the program, including special bonus point offers. Visit [shopandlog.com/WestfieldFL](http://shopandlog.com/WestfieldFL) for updates and to see how our school is doing in the competition! Questions? Call (800) 539-3273.

### **Send An Email Blast**

Dear XXX Supporter, You can help our school win a prize of \$300 to \$5,000 from Westfield Brandon's Cash 4 Class program.

*It's Easy!* Between August 1 and April 30, shop, dine or use a service, then submit your receipts from Westfield Brandon at [shopandlog.com/WestfieldFL](http://shopandlog.com/WestfieldFL) or drop off your receipts at school (located XXX). Visit [shopandlog.com/WestfieldFL](http://shopandlog.com/WestfieldFL) to see how XXX school is doing in the competition, sign up for email reminders, plus a link to the shopping center store information and shopping hours.

Attached is a flyer with more details about Cash 4 Class, including bonus point offers. Tell your friends and family – anyone can support XXX school in the Cash 4 Class program at Westfield Brandon. If you have additional questions, please call (800) 539-3273.

### **Phone Calling System Sample Script**

Please help XXX school win \$300 to \$5,000 when you shop, dine or use a service at Westfield Brandon between August 1 and April 30. For more information about the Cash 4 Class program, visit the school website, call (800) 539-3273 or visit the Cash 4 Class website at [shopandlog.com/WestfieldFL](http://shopandlog.com/WestfieldFL).

### **Post On Social Media**

Help XXX school win \$300 to \$5,000! Submit all your Westfield Brandon receipts from August 1 – April 30 at [shopandlog.com/WestfieldFL](http://shopandlog.com/WestfieldFL) to support XXX school. For more information, call (800) 539-3273, visit the school website or [shopandlog.com/WestfieldFL](http://shopandlog.com/WestfieldFL).

### **On Your School Marquee**

Cash 4 Class at Westfield Brandon  
August 1 – April 30 to help our school earn \$300 - \$5,000!  
[shopandlog.com/WestfieldFL](http://shopandlog.com/WestfieldFL)