



What is Publicity?

Publicity is anything you do to promote the Cash 4 Class program at your school. First on your list should be making your supporters aware that this is a “no cost” fundraising program. People don’t mind submitting receipts for items they are going to buy anyway.

Here are a few things you can do to get the word out:

Post flyer on bulletin board

Link Cash 4 Class page to school website

Place on PTA agenda

Put announcement in school newsletter

Create a receipt collection box

Announce at assemblies & school performances

Put on school marquee

Post on school’s social media

Place on staff meeting agenda

Create a banner to hang in high traffic areas

Auto dialer message

Consistent promotion of the Cash 4 Class program to your supporters is the key! We’ve got lots of great ideas to share with you. Be sure to check out the idea gallery and talking points at shopandlog.com/WestfieldFL/toolbox, it’s full of great suggestions.

How to Submit Publicity

Let’s set the ground rules:

- Schools receive 1,000 bonus points for each different type of publicity/promotional item submitted.
- Up to 4 different items may be submitted for each month.
- Printed flyers provided by the Cash 4 Class program are not counted for publicity points.
- You may submit an item once if it covers more than one month. For example, if you have Cash 4 Class on your website, print the page it’s on and submit once. Just be sure to let us know the months to credit and submit items after they’ve been distributed, not in advance.
- Do not email publicity to any other Shopping Partnership email address. You will receive an email confirmation when you use the method listed on the next page.

There are three ways to submit publicity for points:

1. Bring examples of publicity/promotional items to the Cash 4 Class meetings. Be sure to label the items with your school name and the month or months to credit.
2. Email publicity files. Be sure to complete these easy steps for proper credit:
 - a. Email address: **XXXXXXXXXXXX**
 - b. Subject Line: Type your School Name
 - c. Message: **You must list each item individually and the month(s) to credit for each item. Don't forget to write the school name in the subject line!** For example: photo of school marquee for October and November, October PTA newsletter, November email blast. 4 items total, ABC school.
 - d. Attach items to credit, i.e., pictures of the marquee, banner, newsletter document, etc.,
 - e. Click "send".
3. Mail samples to: Shopping Partnership 11278 Los Alamitos Blvd. #135 Los Alamitos, CA 90720

DO NOT USE THIS EMAIL ADDRESS TO ASK QUESTIONS. It is only checked after the end of each month.

Here are some reminders:

- Be sure to email all items by April 30. **If mailing, be sure to have postmarked no later than April 30, but email info@shopandlog.com with a list of what was mailed.**
- Use one of the three options listed above to earn publicity points. **Please do not fax.**
- See below for a simple way to keep track of what you've done to promote Cash 4 Class.

Get Organized!

Use this chart to keep track of items completed and submitted. You can note what you've done, and then highlight or check off the items as you turn them in for points. You can also submit a copy of this grid with your items to insure proper credit. Submit publicity no later than April 30. **If mailing, see important note above.**

School Name: _____

MONTH	ITEM #1	ITEM #2	ITEM #3	ITEM #4	TOTAL
August					
September					
October					
November					
December					
January					
February					
March					
April					