



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 Shopping 4 Students 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 28,000 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 Shopping 4 Students On Your Website!

Help **XXX school** win \$250 – \$2,000!

Shop, dine or watch a movie at The Promenade Bolingbrook October 1 – April 30

It's easy to support our school when you submit receipts at shopandlog.com/bolingbrook or drop off receipts at school in the receipt collection box (insert location of your box). View the latest Shopping 4 Students flyer for details about the program, including special bonus point offers. Visit shopandlog.com/bolingbrook 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 \$250 to \$2,000 from The Promenade Bolingbrook's Shopping 4 Students program.

It's Easy! Between October 1 and April 30, shop, dine or watch a movie, then submit your receipts from The Promenade Bolingbrook at shopandlog.com/bolingbrook or drop off your receipts at school (located **XXX**). Visit shopandlog.com/bolingbrook 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 Shopping 4 Students, including bonus point offers. Tell your friends and family – anyone can support **XXX school** in the Shopping 4 Students program at The Promenade Bolingbrook. If you have additional questions, please call (800) 539-3273.

Phone Calling System Sample Script

Please help **XXX school** win \$250 to \$2,000 when you shop, dine or watch a movie at The Promenade Bolingbrook between October 1 and April 30. For more information about the Shopping 4 Students program, visit the school website, call (800) 539-3273 or visit the Shopping 4 Students website at shopandlog.com/bolingbrook.

Post On Social Media

Help **XXX school** win \$250 to \$2,000! Submit all your Promenade Bolingbrook receipts from October 1 – April 30 at shopandlog.com/bolingbrook to support **XXX school**. For more information, call (800) 539-3273, visit the school website or shopandlog.com/bolingbrook.

On Your School Marquee

Shopping 4 Students at The Promenade Bolingbrook
October 1 – April 30 to help our school earn \$250 - \$2,000!
shopandlog.com/bolingbrook

shopandlog.com/bolingbrook

(800) 539-3273

info@shopandlog.com