



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 36,000 additional points that can be earned when you turn in your publicity, anytime during the program. Include "Sponsored by GameWorks" or use the GameWorks logo in your promotions and earn an extra 500 points each.

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 \$500 – \$2,500!

Shop, dine or watch a movie at Northfield Stapleton* sponsored by GameWorks

It's easy to support our school when you submit receipts at shopandlog.com/northfield 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/northfield for updates and to see how our school is doing in the competition! Questions? Call (800) 539-3273. *(excluding SuperTarget and perimeter restaurants)

Send An Email Blast

Dear XXX Supporter, You can help our school win a prize of \$500 to \$2,500 from Northfield Stapleton's Shopping 4 Students program, sponsored by GameWorks.

It's Easy! Shop, dine or watch a movie (excluding SuperTarget and perimeter restaurants), then submit your receipts from Northfield Stapleton at shopandlog.com/northfield or drop off your receipts at school (located XXX). Visit shopandlog.com/northfield 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 Northfield Stapleton. If you have additional questions, please call (800) 539-3273.

Phone Calling System Sample Script

Please help XXX school win \$500 to \$2,500 when you shop, dine or watch a movie at Northfield Stapleton (excluding SuperTarget and perimeter restaurants). For more information about the Shopping 4 Students program, sponsored by GameWorks, visit the school website, call (800) 539-3273 or visit the Shopping 4 Students website at shopandlog.com/northfield.

Post On Social Media

Help XXX school win \$500 to \$2,500! Submit all your Northfield Stapleton receipts* at shopandlog.com/northfield to support XXX school. For more information, call (800) 539-3273, visit the school website or shopandlog.com/northfield. *Excluding SuperTarget and perimeter restaurants. Shopping 4 Students is sponsored by GameWorks.

On Your School Marquee

Shopping 4 Students at Northfield Stapleton, sponsored by GameWorks
Help our school earn \$500 - \$2,500!
shopandlog.com/northfield