



## Publicity, It's The Key To Success

Publicity is anything you do to promote the rewards program at your school. Be sure to check out the publicity idea notebook at each meeting, it's full of great suggestions, or [visit the idea gallery](#).

*Not only is promoting Street Smarts 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 Street Smarts On Your Website!** [shoppingpartnership.com/southglenn](http://shoppingpartnership.com/southglenn)

**Help XXX school win \$250 to \$2,500!**

**Shop, dine or see a movie at The Streets at SouthGlenn August 15-April 30**

It's easy to support our school when you log receipts at The Streets at SouthGlenn Guest Services, or drop off receipts at school in the receipt collection box (insert location of your box). View the latest Street Smarts flyer for details about the program, including special bonus point offers. Visit [shoppingpartnership.com/southglenn](http://shoppingpartnership.com/southglenn) 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 \$2,500 from The Streets at SouthGlenn's Street Smarts rewards program.

*It's Easy!* Between August 15 and April 30, shop, dine or watch a movie, then bring your receipts from The Streets at SouthGlenn to Guest Services or drop off your receipts at school (located XXX). Visit [shoppingpartnership.com/southglenn](http://shoppingpartnership.com/southglenn) 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 Street Smarts, including bonus point offers. Tell your friends and family – anyone can support XXX school in the Street Smarts program at The Streets at SouthGlenn. If you have additional questions, please call (800) 539-3273.

### Phone Calling System Sample Script

Please help XXX school win \$250 to \$2,500 when you shop, dine or watch a movie at The Streets at SouthGlenn between August 15 and April 30. For more information about the Street Smarts program, visit the school website, call (800) 539-3273 or visit the Street Smarts website at [shoppingpartnership.com/southglenn](http://shoppingpartnership.com/southglenn).

### Post On Social Media

Help XXX school win \$250 to \$2,500! Submit all your Streets at SouthGlenn receipts from August 15 through April 30 to Guest Services to support XXX school. For more information, call (800) 539-3273, visit the school website or [shoppingpartnership.com/southglenn](http://shoppingpartnership.com/southglenn).

### On Your School Marquee

Street Smarts program at The Streets at SouthGlenn  
August 15 – April 30 to help our school earn \$250 - \$2,500!  
[shoppingpartnership.com/southglenn](http://shoppingpartnership.com/southglenn)