



Publicity, it's the Key to Success

Publicity is anything you do to promote the rewards program at your school. Below is some wording you can copy and paste to help you promote the program. Remember to customize the wording for your school. Be sure to check out the [idea gallery](#).

Not only is promoting School Bucks important to your school's success in the program, but 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 32,000 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 School Bucks On Your Website! **Link to:** shopandlog.com/Lakewood

Help **XXX school** win \$750 to \$5,000! Shop, dine or enjoy entertainment at Lakewood Center September 1-April 30. It's easy to support our school when you submit receipts at shopandlog.com/Lakewood or drop off receipts at school in the receipt collection box (**insert location of your box**). View the latest School Bucks flyer for details about the program, including special bonus point offers. Visit shopandlog.com/Lakewood 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 \$750 to \$5,000 from School Bucks by Lakewood Center. program. **It's Easy!** Between September 1 and April 30, shop, dine or enjoy entertainment, then submit your receipts from Lakewood Center to shopandlog.com/Lakewood or drop off your receipts at school (**located XXX**). Visit shopandlog.com/Lakewood 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 School Bucks, including bonus point offers. Tell your friends and family – anyone can support **XXX school** in the School Bucks program at Lakewood Center. If you have additional questions, please call (800) 539-3273.

→Text or Phone Calling System Sample Script

Please help **XXX school** win \$750 to \$5,000 when you shop, dine or enjoy entertainment at Lakewood Center between September 1 and April 30. For more information about the School Bucks program, visit the school website, call (800) 539-3273 or visit the School Bucks website at shopandlog.com/Lakewood

→Post On Social Media **Use The Provided Social Media Image Emailed After Each Meeting**

Help **XXX school** win \$750 to \$5,000! Submit all your Lakewood Center receipts from September 1 – April 30 at shopandlog.com/Lakewood to support **XXX school**. For more information, call (800) 539-3273, visit the school website or shopandlog.com/Lakewood.

#schoolcents, #shoptheoaks

→On Your School Marquee

School Bucks by Lakewood Center

September 1 – April 30 to help our school earn \$750 - \$5,000!

shopandlog.com/Lakewood