

# SCHOOL CENTS

## 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 online publicity idea gallery for suggestions.

*Not only is promoting School Cents 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 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 Cents On Your Website!

**Help XXX school win \$400 to \$4,000! Submit receipts for ALL purchases at Stonewood Center**

It's easy to support our school when you submit receipts at [shopandlog.com/Stonewood](http://shopandlog.com/Stonewood) or drop off receipts at school in the receipt collection box (insert location of your box). View the latest School Cents flyer for details about the program, including special bonus point offers. Visit [shopandlog.com/Stonewood](http://shopandlog.com/Stonewood) for updates and to see how our school is doing in the competition!

### Send An Email Blast

Dear XXX Supporter, You can help our school win a prize of \$400 to \$4,000 from the School Cents program. *It's Easy!* Between September 1 and April 30, submit your receipts from Stonewood Center to [shopandlog.com/Stonewood](http://shopandlog.com/Stonewood) or drop off your receipts at school (located XXX). Visit [shopandlog.com/Stonewood](http://shopandlog.com/Stonewood) to see how XXX school is doing in the competition, plus a link to the shopping center store information and shopping hours.

Attached is a flyer with more details about School Cents, including bonus point offers. Tell your friends and family – anyone can support XXX school in the School Cents program at Stonewood Center. If have additional questions, please call (800) 539-3273.

### Text or Phone Calling Sample Script

Please help XXX school win \$400 to \$4,000 when you shop at Stonewood Center. For more information about the School Cents program, visit the school website or visit the School Cents website at [shopandlog.com/Stonewood](http://shopandlog.com/Stonewood).

### Post On Social Media use the images and suggested tags sent to you

Help XXX school win \$400 to \$4,000! Submit all your receipts from Stonewood Centers dated September 1 and April 30 at [shopandlog.com/Stonewood](http://shopandlog.com/Stonewood) to support XXX school. For more information, visit the school website or [shopandlog.com/Stonewood](http://shopandlog.com/Stonewood).

### On Your School Marquee

School Cents at Stonewood Center

Help our school earn \$400 - \$4,000!

[shopandlog.com/Stonewood](http://shopandlog.com/Stonewood)