

# EARN & LEARN

## SCHOOL REWARDS

### 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 publicity idea notebook at each meeting, it's full of great suggestions, or visit the idea gallery.

*Not only is promoting Earn & Learn 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 PINK.**

### Put Earn & Learn On Your Website!

**Help XXX school win \$350 to \$3,500! Shop, dine or see a movie at The Market Place September 1-April 30**

It's easy to support our school when you submit receipts at [shopandlog.com/TMP](http://shopandlog.com/TMP) or drop off receipts at school in the receipt collection box (insert location of your box). View the latest Earn & Learn flyer for details about the program, including special bonus point offers. Visit [shopandlog.com/TMP](http://shopandlog.com/TMP) 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 \$350 to \$3,500 from The Market Place's Earn & Learn program. *It's Easy!* Between September 1 and April 30, shop, dine or watch a movie, then submit your receipts from The Market Place to [shopandlog.com/TMP](http://shopandlog.com/TMP) or drop off your receipts at school (located XXX). Visit [shopandlog.com/TMP](http://shopandlog.com/TMP) 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 Earn & Learn, including bonus point offers. Tell your friends and family – anyone can support XXX school in the Earn & Learn program at The Market Place. If you have additional questions, please call (800) 539-3273.

### Text or Phone Calling System Sample Script

Please help XXX school win \$350 to \$3,500 when you shop, dine or watch a movie at The Market Place between September 1 and April 30. For more information about the Earn & Learn program, visit the school website, call (800) 539-3273 or visit the School Cents website at [shopandlog.com/TMP](http://shopandlog.com/TMP).

### Post On Social Media Use The Provided Social Media Image Emailed After Each Meeting, and add your school's hashtag

Help XXX school win \$350 to \$3,500! Submit all your Market Place receipts from September 1 – April 30 at [shopandlog.com/TMP](http://shopandlog.com/TMP) to support XXX school. For more information, visit the website or call (800) 539-3273.  
#earnandlearn #themarketplaceoc

### On Your School Marquee

Earn & Learn at The Market Place

September 1 – April 30 to help our school earn \$350 - \$3,500!

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