

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

*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 24,000 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 \$200 to \$2,000! Shop, dine or see a movie at Valley River Center October 1 – March 31**

It's easy to support our school when you submit receipts at [shopandlog.com/VRC](http://shopandlog.com/VRC) 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/VRC](http://shopandlog.com/VRC) 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 \$200 to \$2,000 from Valley River Center's School Cents program. *It's Easy!* Between October 1 and March 31, shop, dine or watch a movie, then submit your receipts from Valley River Center to [shopandlog.com/VRC](http://shopandlog.com/VRC) or drop off your receipts at school (located XXX). Visit [shopandlog.com/VRC](http://shopandlog.com/VRC) 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 Cents, including bonus point offers. Tell your friends and family – anyone can support XXX school in the School Cents program at Valley River Center. If you have additional questions, please call (800) 539-3273.

### **Text or Phone App Script**

Please help XXX school win \$200 to \$2,000 when you shop, dine or watch a movie at Valley River Center between October 1 and March 31. For more information about the School Cents program, visit the school website, call (800) 539-3273 or visit the School Cents website at [shopandlog.com/VRC](http://shopandlog.com/VRC).

### **Post On Social Media use the social media image you will be sent with suggested tags**

Help XXX school win \$200 to \$2,000! Submit all your Valley River Center receipts from October 1 – March 31 at [shopandlog.com/VRC](http://shopandlog.com/VRC) to support XXX school. For more information, call (800) 539-3273, visit the school website or [shopandlog.com/VRC](http://shopandlog.com/VRC). #schoolcents, #valleyrivercenter, #shopvalleyriver, #your school/group tag

### **On Your School Marquee**

School Cents at Valley River Center

October 1 – March 31 to help our school earn \$200 - \$2,000!

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