

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 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! **Link to:** shopandlog.com/theoaks

Help XXX school win \$500 to \$2,500! Shop, dine or see a movie at The Oaks September 1-April 30

It's easy to support our school when you submit receipts at shopandlog.com/theoaks 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/theoaks 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 \$500 to \$2,500 from The Oaks' School Cents program. *It's Easy!* Between September 1 and April 30, shop, dine or watch a movie, then submit your receipts from The Oaks to shopandlog.com/theoaks or drop off your receipts at school (located XXX). Visit shopandlog.com/theoaks 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 The Oaks. If you have additional questions, please call (800) 539-3273.

Text or Phone Calling System Sample Script

Please help XXX school win \$500 to \$2,500 when you shop, dine or watch a movie at The Oaks between September 1 and April 30. 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/theoaks.

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

Help XXX school win \$500 to \$2,500! Submit all your Oaks receipts from September 1 – April 30 at shopandlog.com/theoaks to support XXX school. For more information, call (800) 539-3273, visit the school website or shopandlog.com/theoaks.

On Your School Marquee

School Cents at The Oaks

September 1 – April 30 to help our school earn \$500 - \$2,500!

shopandlog.com/theoaks