

# ***A few tips to help you get started:***

1. **Distribute the current flyer.** You can send out the digital flyer via email, post on your school & group's website and social media, and consider printing some to display in prominent locations around campus and hand out at group and staff meetings.
2. Set up an Earn & Learn bulletin board in your front office, or any other high traffic area, with an Earn & Learn flyer and points update. Don't forget to submit for publicity points. Visit [www.shopandlog.com/norterra/toolbox/SNTsubmitpublicity.pdf](http://www.shopandlog.com/norterra/toolbox/SNTsubmitpublicity.pdf) for more information.
3. Announce your school's participation in the program at your PTA meeting. If possible, have attendees sign up for Earn & Learn & The Shops at Norterra (SNT) email. Make sure *you* have signed up for Earn & Learn email.
4. Plan on a training session to explain how to submit receipts. This is a great time to show supporters how to support your school anywhere and anytime – even from a smartphone!
5. This brings us to one of the most important and often overlooked aspect of the Earn & Learn program. **ANYONE CAN SUPPORT YOUR SCHOOL.** Be sure your family, friends and neighbors are aware of your school's participation and submit their receipts for your school online.
6. **Promote the program!** If you are having a Back to School Night, Book Fair, Volunteer Training, etc., make sure everyone is aware that your school participates in this no-cost fundraiser. There's a lot more to say, be sure to look at the publicity information and talking points page on this site for ideas on how to promote the program.
7. Additional "funds" **fundraising** opportunities are available at SNT. Be sure to schedule your restaurant nights at SNT. Download the fundraising form at [www.shopandlog.com/norterra/toolbox/SNTfundraising.pdf](http://www.shopandlog.com/norterra/toolbox/SNTfundraising.pdf) for a list of participants. Your school will earn 5,000 points, plus double points for the first event's total sales, and only double points for the total sales of each additional event held at the same location. Please do not submit individual receipts.

Updated points are posted twice a month at: [www.shopandlog.com/norterra/norterrapoints.pdf](http://www.shopandlog.com/norterra/norterrapoints.pdf) Be sure to post points at school and update standings as needed.

9. For program meeting dates, visit [www.shopandlog.com/norterra/toolbox/SNTmeetings.pdf](http://www.shopandlog.com/norterra/toolbox/SNTmeetings.pdf). Please be sure and add these dates to your personal calendar. If you are not able to attend the meetings, arrange for someone to come in your place.
10. Be sure to review all the pages in the coordinator toolbox, filled with additional information and ideas to help your school be successful in the Earn & Learn program.