

What is Publicity?

Publicity is anything you do to promote the Earn & Learn program at your school. First on your list should be making your supporters aware that this is a “no cost” fundraising program. People don’t mind submitting receipts for items they are going to buy anyway.

Here are a few things you can do to get the word out:

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| Post flyer on bulletin board | Put on school marquee |
| Link Earn & Learn page to school website | Post on school’s facebook page/ school blog |
| Place on PTA agenda | Place on staff meeting agenda |
| Put announcement in school newsletter | Create a banner to hang in high traffic areas |
| Create a receipt collection box | Announce what you did with last year’s winnings |
| Announce at assemblies & school performances | Auto dialer message |

Consistent promotion of the Earn & Learn program to your supporters is the key! We’ve got lots of great ideas to share with you. Be sure to check out the publicity idea notebook available at each meeting, it’s full of great suggestions, or visit the idea gallery at www.shopandlog.com/norterra/toolbox/ideagallery.pdf

Submit Publicity

Let’s set the ground rules:

- Schools receive 1,000 bonus points for each different publicity/promotional item submitted.
- Up to **4 different items** may be submitted for each month.
- Flyers provided by the Earn & Learn program are not counted for publicity points.
- You may submit an item once if it covers more than one month. For example, if you have Earn & Learn on your website, print the page it’s on and submit once. Just be sure to let us know the months to credit and submit items after they’ve been distributed, not in advance.
- **Do not email publicity to any other Shopping Partnership email address.** You will receive an email confirmation when you use the method listed on the next page.

There are three ways to submit publicity for points:

1. Bring examples of publicity/promotional items to the Earn & Learn meetings. Be sure to label the items with your school name and the month or months to credit.
2. Email publicity files. Be sure to complete these easy steps for proper credit:
 - a. Email address: norterrapublicity@shoppingpartnership.com
 - b. Subject Line: Type your School Name
 - c. Message: **You must list each item individually and the month(s) to credit for each item. Don't forget to write the school name in the subject line!** For example: photo of school marquee for October & November, October PTA newsletter, November email blast. 4 items total, ABC school.
 - d. Attach items to credit, i.e., pictures of the marquee, banner, newsletter document, etc.,
 - e. Click "send".

DO NOT USE THIS EMAIL ADDRESS TO ASK QUESTIONS. It is only checked after the end of each month.

3. Mail them to: Earn & Learn 11278 Los Alamitos Blvd. #135, Los Alamitos, CA 90720

Here are some reminders:

- Be sure to email all items by April 1, 2019. If mailing, be sure to have postmarked no later than April 1.
- Use one of the three options listed above to earn publicity points. **Please do not fax.**
- See below for a simple way to keep track of what you've done to promote Earn & Learn.

Get Organized!

Use this chart to keep track of items completed and submitted. You can note what you've done, and then highlight or check off the items as you turn them in for points. You can also submit a copy of this grid with your items to insure proper credit. Submit publicity no later than April 1.

School Name: _____

MONTH	ITEM #1	ITEM #2	ITEM #3	ITEM #4	TOTAL
August					
September					
October					
November					
December					
January					
February					
March					