



## Publicity, It's The Key To Success

Publicity is anything you do to promote the rewards program at your school. Be sure to [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 RED.**

### **Put Earn & Learn On Your Website!**

**Help XXX school win \$500 to \$2,500! Shop, dine or see a movie at The Shops at Norterra August 1-March 31**

It's easy to support our school when you submit receipts at [shopandlog.com/norterra](http://shopandlog.com/norterra) 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/norterra](http://shopandlog.com/norterra) 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 Shops at Norterra Earn & Learn program. *It's Easy!* Between August 1 and March 31, shop, dine or watch a movie, then submit your receipts from The Shops at Norterra to [shopandlog.com/norterra](http://shopandlog.com/norterra) or drop off your receipts at school (located XXX). Visit [shopandlog.com/norterra](http://shopandlog.com/norterra) 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 Shops at Norterra. If you have additional questions, please call (800) 539-3273.

### **Phone Calling System Sample Script**

Please help XXX school win \$500 to \$2,500 when you shop, dine or watch a movie at The Shops at Norterra between August 1 and March 31. For more information about the Earn & Learn program, visit the school website, call (800) 539-3273 or visit the Earn & Learn website at [shopandlog.com/norterra](http://shopandlog.com/norterra).

### **Post On Social Media**

Help XXX school win \$500 to \$2,500! Submit all your Shops at Norterra receipts from August 1 – March 31 at [shopandlog.com/norterra](http://shopandlog.com/norterra) to support XXX school. For more information, call (800) 539-3273, visit the school website or [shopandlog.com/norterra](http://shopandlog.com/norterra).

### **On Your School Marquee**

Earn & Learn at The Shops at Norterra

August 1 – March 31 to help our school earn \$500 - \$2,500!

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