



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 My School Rewards 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 My School Rewards On Your Website!

Help XXX school win \$300 to \$3,000! Shop, dine or watch a movie at Vancouver Mall Sept. 1 – April 30

It's easy to support our school when you submit receipts at shopandlog.com/vancouvermall or drop off receipts at school in the receipt collection box (**insert location of your box**). View the latest My School Rewards flyer for details about the program, including special bonus point offers. Visit shopandlog.com/vancouvermall 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 \$300 to \$3,000 from Vancouver Mall's My School Rewards program.

It's Easy! Between September 1 and April 30, shop, dine or watch a movie, then submit your receipts from Vancouver Mall at shopandlog.com/vancouvermall or drop off your receipts at school (**located XXX**). Visit shopandlog.com/vancouvermall 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 My School Rewards, including bonus point offers. Tell your friends and family – anyone can support **XXX school** in the My School Rewards program at Vancouver Mall. If you have additional questions, please call (800) 539-3273.

Text or Phone Calling System Sample Script

Please help **XXX school** win \$300 to \$3,000 when you shop, dine or watch a movie at Vancouver Mall between Sept. 1 and April 30. For more information about the My School Rewards program, visit the school website, call (800) 539-3273 or visit the My School Rewards website at shopandlog.com/vancouvermall.

Post On Social Media use the social media images and suggested hashtags provided to you

Help **XXX school** win \$300 to \$3,000! Submit all your Vancouver Mall receipts from Sept. 1 – April 30 at shopandlog.com/vancouvermall to support **XXX school**. For more information, call (800) 539-3273, visit the school website or shopandlog.com/vancouvermall.

On Your School Marquee

My School Rewards at Vancouver Mall

Sept. 1 – April 30 to help our school earn \$300 - \$3,000!

shopandlog.com/vancouvermall