



## Publicity, It's The Key To Success

Publicity is anything you do to promote the rewards program at 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 Street Smarts 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 36,000 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 Street Smarts On Your Website!** Link to: [shopandlog.com/southglenn](http://shopandlog.com/southglenn)

Help **XXX school** win \$350 to \$2,500! Shop, dine or see a movie at The Streets at SouthGlenn August 1 - April 30

It's easy to support our school when you submit receipts at [shopandlog.com/southglenn](http://shopandlog.com/southglenn) or drop off receipts at school in the receipt collection box (insert location of your box). View the latest Street Smarts flyer for details about the program, including special bonus point offers. Visit [shopandlog.com/southglenn](http://shopandlog.com/southglenn) for updates and to see how our school is doing in the competition!

### **Send An Email Blast**

Dear **XXX** Supporter, You can help our school win a prize of \$350 to \$2,500 from The Streets at SouthGlenn's Street Smarts rewards program.

*It's Easy!* Between August 1 and April 30, shop, dine or watch a movie. Log receipts online 24/7 at [shopandlog.com/southglenn](http://shopandlog.com/southglenn).

Visit [shopandlog.com/southglenn](http://shopandlog.com/southglenn) 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 Street Smarts, including bonus point offers. Tell your friends and family – anyone can support **XXX school** in the Street Smarts program at The Streets at SouthGlenn. If you have additional questions, please call (800) 539-3273.

### **Text or Phone Calling System Sample Script**

Please help **XXX school** win \$350 to \$2,500 when you shop, dine or watch a movie at The Streets at SouthGlenn between August 1 and April 30. For more information about the Street Smarts program, visit the school website, call (800) 539-3273 or visit the Street Smarts website at [shopandlog.com/southglenn](http://shopandlog.com/southglenn).

### **Post On Social Media** Use the provided social media image emailed after each meeting, and add your school's hashtag

Help **XXX school** win \$350 to \$2,500! Submit all your Streets at SouthGlenn receipts from August 1 through April 30 online at [shopandlog.com/southglenn](http://shopandlog.com/southglenn) to support **XXX school**. For more information, call (800) 539-3273, visit the school website or [shopandlog.com/southglenn](http://shopandlog.com/southglenn). #shopsouthglenn

### **On Your School Marquee**

Street Smarts program at The Streets at SouthGlenn  
August 1 – April 30 to help our school earn \$350 - \$2,500!  
[shopandlog.com/southglenn](http://shopandlog.com/southglenn)