



Coordinator
Information Packet



Shop\$mart

Coordinator Packet

Welcome to Merced Mall's *Shop\$mart for Schools Program*. Its goal is to give our community schools the means to earn additional funds in a simple way while shopping for necessities and pleasure. Cash awards presented at end of each program period may be applied towards anything your school needs.

In 2008 we restructured the program to increase total cash awards to all participating schools – as you will see on page 6. New rules and points system allows for fair and balanced tabulation and individual school ranking.

Each dollar spent at the mall is worth one (1) point. Additional points may be earned through actions that do not require any spending – participating in special mall events, community activities and services, and monthly bonus point options. These options help to *level the playing field* and make the program beneficial for schools of all sizes. Every participating school that meets program requirements receives a cash award based on their total points earned. Merced Mall will give you tools to build momentum towards success in the program.

This packet clearly explains how the program works and where to find ideas, support and information.

Common Questions & Answers ~

Q: How do I register my school for the program?

A: It's easy. Applications are available online and mailed to school offices each year. Or, pick one up at mall Customer Service or Administrative Office. Registration deadline is August 1st. Participation is limited to 25 elementary and middle schools.

Q: How can we promote the Shop\$mart Program at our school?

A: Utilize promotional opportunities every time we post them online. Create publicity items each month that clearly promotes the program throughout your school and send us back-up of all of these items to receive up to 1,000 publicity points. ***Duplicating the Shop\$mart logo without any other promotional announcement will not be accepted for points.***

Q: How many publicity points can my school receive each month?

A: You can submit ten items of publicity each month, for a total of 1,000 points.

Q: Do we have to turn in our receipts or can we keep them?

A: Other than our **drop box at Center Court**, you may take your original receipts to mall Customer Service to be stamped and logged in. They will then be handed back to you. (Receipts must be submitted within 60 days of purchase). Photocopies not accepted!

Q: Does everyone have to take his or her own receipts to the mall?

A: If you would like to create a drop box at your school that participants can drop their receipts into, you may do that and also receive 100 points each month that it is utilized.

Q: Can I collect bundled receipts from inside sources or have store employees collect them for me?

A: **No! & No!** We scrutinize all receipts. Cluster or sequential receipts will be investigated.

Q: What happens if our school doesn't earn substantial points?

A: As a demonstration of your school's commitment to the program, your school must earn a minimum of 5,000 points by December 31st to remain in the program. *Even without receipts, this can be achieved by maximizing promotional points between Aug. 1 & Dec. 31.*

Q: How can I view my school's rankings in the program?

A: Go to www.MercedMall.com, click on the *News & Events* or *Sales & Promotions* page, then click on the Shop\$mart banner. Rankings are PDF downloads – also available at Merced Mall Customer Service within the first week of every new month.

Q: Can we link our school's website?

A: Yes. Simply put the following link on your website:
<http://www.mercedmall.com/sales-promotions/shopsmart/index.php>

Q: How does my school receive their award at the end of the program?

A: Each school that participates **must** have a representative at the Awards Ceremony in order to receive their award. Unclaimed monies return to the awards account.

➤ **Rules ~**

- The core of Shop\$mart is based on actual dollars spent by personal visits of supporters of participating schools.
- Receipts dated August 1st and after may be turned in for points at the beginning of each program. Photocopies or merchant carbon copies are not acceptable.
- Schools must have a minimum of 5,000 points by December 31st to remain in the program.
- Schools must submit at least one promotional item per month.
- **Target** and **Sears** do not participate – their receipts are not accepted.
- Purchases of Merced Mall Gift Cards and store account payments do not qualify for points – store purchase receipts only.
- Receipts will not be accepted after April 30th in order to present awards in early May.
- Receipts must be redeemed within 60 days of purchase date – up till April 30.
- Mall store employees may **not** be used to collect receipts for participating schools.
- Schools in violation of program rules may be subject to removal from the Shop\$mart program.
- **Schools must be present at final ceremony to receive award.**

➤ **Program Kick Off Materials ~**

You will receive flyers and other promotional materials for the total amount of students at your school. Once you have distributed these items to your students, please notify the Shop\$mart Program Coordinators:

***William Taylor*, Marketing Director**

***Gladys Hidalgo-Winters*, Customer Service Representative**

Shop\$mart Program Coordinators

713 Merced Mall

Merced CA 95348

Ph: 209-723-3981

Fx: 209-723-3558

E-mail: williamt@codding.com

➤ **Bonus Points ~**

There are several ways to gain extra points for your school. One way is to get Bonus Points from the mall during special events. For example, during holiday seasons you may receive Bonus Points for purchasing pictures with Santa and the Easter Bunny (*plus, you get points for those receipts*). During some months the mall may also be presenting special events or activities where you can earn extra points for participating. These are points the mall will log during the events.

➤ **Publicity Points ~**

Publicity Points are points your school accumulates throughout the month by promoting the program within your school and community. Up to 1000 points may be credited for each school that turns in documentation by the end of the 3rd day of the next month – photos, copies, etc.

Ideas for publicity points ~

- Mention (with details) Shop\$mart on Parent/Teacher Organization agendas or other meeting agendas and send us a copy. *You get 100 points for each one.*
- PTA/Booster Club/Principal's Newsletters
- Student newspapers
- Athletic programs
- Notices on school's marquee
- Banners or signs posted at prominent places at school
- Additional flyer distribution
- Mentioning program on out-going voice mail at school
- Linking the mall's website to your school's website, or outlining the program on your website.
- Poster contests: Classes could compete in making Shop\$mart Program posters, then use them to hang around the school and community.
- T-Shirts
- Pictures
- Bulletin board postings
- Classroom displays ~ Pictures have been sent in of some very creative dioramas and projects promoting the program.
- There are no limits to how creative you can be!

Additional ways to increase your schools points ~

- Involve any businesses affiliated with your school (through parents, sponsors, business partners, etc.) by asking them to promote the Shop\$mart Program to their employees and/or customers. Merced Mall has received pictures of posters made by classes hanging in business locations. Remember, you get 100 points for each month it is up!! Just be sure to document it to us every month!!
- Purchase school supplies, equipment, fund-raiser items and staff incentives from the mall. Just remember to log those receipts!!
- Consider mall purchases for furniture, sports equipment, jewelry, electronics and other large ticket items. *Stores will often match competitor's prices... and don't mind that you ask.*
- ***McAuley Motors of Merced*** is a major sponsor of Shop\$mart. Purchasing a car from them during the program period will earn your school ***1,000(used) & 1,500(new) Points!*** Be sure to ask for the purchase certificate. Purchaser or school representative must bring original certificate to Customer Service within 60 days.

➤ ***Rankings ~***

The store receipt log sheets, along with your schools Bonus and Publicity Points, will be calculated each month to determine the rankings for that month. To see your school's current standing go to www.MercedMall.com.

~ Ranking Awards ~

1 st Place	\$2,500.
2 nd Place	\$2,250.
3 rd Place	\$2,000.
4 th Place	\$1,750.
5 th Place	\$1,500.
6 th Place	\$1,250.
7 th Place	\$1,000.
8 th Place	\$900.
9 th Place	\$800.
10 th Place	\$700.
11 th Place	\$600.
12 th Place	\$500.
13 th Place	\$450.
14 th Place	\$400.
15 th Place	\$350.
16 th Place	\$300.
17 th -25 th	\$250.

Please feel free to contact Merced Mall with any questions or comments you may have. ***GOOD LUCK TO EVERYONE!***

