



PA Announcement or AutoDial Script

The following is a sample PA announcement or AutoDial Script you can use to remind your students families to log online and help your school earn money, and also to encourage friends and family to do the same.

Have you heard? Linda Vista qualified to participate in Spreebird's \$100,000 SoCal School Giveaway! We have the chance to win \$10,000 for programs and supplies. Plus, between now and Dec. 15, 2011 our school can earn up to 500% more with Spreebird's School Rewards Program.

If you New to Spreebird and are 18 or older you can help us by visiting www.spreebird.com/socalgiveaway. You can sign up for FREE to receive Spreebird's Daily Alert Email. Spreebird will give you a \$5 Credit just for signing up. And, Spreebird will give Linda Vista \$5. Spreebird is the leading Community Deal site offering fantastic deals of up to 50-90% OFF Your Favorite Local Businesses.

If you already are a Spreebird (formerly Screamin Daily Deals) subscriber you can help too. Spreebird will automatically put a \$5 credit in your account just to say Thanks!

Share this exciting news with your friends and family, and encourage them to get involved. Spreebird has deals in many SoCal areas. Family and Friends can sign up to receive deals near them and still support [INSERT: SCHOOL NAME]

Don't forget- www.spreebird.com/socalgiveaway

**Log online www.spreebird.com/socalgiveaway for official rules and guidelines*



School Website Verbiage

The following is a customizable announcement that can be used on your school/ parent group website to tell visitors that your school qualified and is participating in Spreebird's \$100,000 SoCal School Giveaway.

Help [INSERT: School Name] Earn Funds for [INSERT: Program Information]

[INSERT: School Name] has a chance to win up to \$10,000 in Spreebird's \$100,000 SoCal School Giveaway promotion! [INSERT: School Name] will also earn 500% more from Spreebird's School Rewards Program from now- Dec. 15, 2011. Help us secure funding for [INSERT: Program Information] by visiting www.spreebird.com/socalgiveaway and signing up (for FREE) to receive Spreebird's Daily Alert Email through Dec. 15, 2011. You must be 18 or older to sign up. Limit 1 Spreebird account per person. Make sure and choose [INSERT: School Name] to support. Plus, Spreebird will give ALL of [INSERT: School Name] subscribers (new and existing) a \$5 Credit to use towards a purchase made now through Dec. 15, 2011. Share this great news with your friends and family members!

Visit www.spreebird.com/socalgiveaway/officialrules for official rules and guidelines.



Sample Social Media Posts (share with parents too)

Facebook and Twitter make it easy to share information with family and friends. Below are some customizable posts you can use on your favorite social media sites. You can post about Spreebird's \$100,000 SoCal School Giveaway often reminding your family and friends that they can participate... for free... and help support your school.

For Facebook:

- [INSERT: School Name] qualified to participate in Spreebird's \$100,000 SoCal School Giveaway. You can help by signing up (it's FREE) to receive their Daily Deal Alert Emails. You can save 50-90% OFF Your Favorite Local Businesses. Spreebird will also give ALL [INSERT: School Name] Subscribers a \$5 credit to use before Dec. 15, 2011. To qualify you must live in an area where Spreebird offers deals. Click here to see if you can help www.spreebird.com/socalgiveaway
- Don't forget to check out www.spreebird.com/socalgiveaway to sign up to receive fantastic deals in your area. It's free to join and Spreebird pays my school \$5 when you sign up. Plus, [INSERT: School Name] subscribers receive a \$5 credit- existing subscribers included! Promo ends Dec. 15, 2011.

For Twitter:

- Sign up to save money & Help Our School Earn \$5
www.spreebird.com/socalgiveaway
- Go 2 www.spreebird.com/socalgiveaway You save & help our school raise \$
- My kids school could win \$10k & you save big \$-
www.spreebird.com/socalgiveaway

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Tips for Getting Local Media Involved

Spread the word about qualifying for Spreebird's \$100,000 SoCal School Giveaway and encourage community members to sign up to save money and support your school by enlisting the help of local media. Your newspaper and local TV news and radio stations have reporters that are interested in covering education, local issues, contests and community happenings.

Here are some tips for successfully gaining your local media's support:

- Flip through the city and community newspapers, watch the local news and listen to the radio to see which reporters are covering your local schools. You'll want to ensure you are reaching out to the right contact.
- You can find a reporter's contact information by researching local media websites. If you're not sure which reporter would be a good fit, call the main phone number listed on the website and ask for help.
- Print reporters usually have afternoon deadlines; so contact them in the morning when they are less crunched for time.
- Don't wait until the last minute! Contact your local media outlets during the beginning, middle and near the end of the promotion. A reporter may not have the time to share the news about your school's excitement the first time you ask, but they might a few weeks later. Don't wait until the promotion ends to spread the word.
- Reporters most likely won't respond to your email right away. They receive dozens of emails every day and might have overlooked the information you sent. Call the reporter to explain why your school's promotion would make a great story and how the money you raise will make a difference in your students' educational experience, and then send a follow up email.

Visit www.spreebird.com/socalgiveaway/officialrules for official rules and guidelines.



Sample Email Template for Reporters

Here is a sample e-mail you can customize and send to local media contacts.

Subject Line: [INSERT: School Name] Needs Your Help!

Hi [INSERT: Contact Name],

With the current economic conditions and ever shrinking school budgets Spreebird (formerly Screamin Daily Deals) has stepped in to help fund programs that schools would otherwise go without. In the past 18 months Spreebird has given back over \$500,000 to local schools and non-profits through their school rewards program. They are attempting to give back over \$100,000 more before 2012. And, [INSERT: School Name] plans to earn a portion of that money.

We need our community to show its support to our local schools to help us reach our goals. It is a Win/Win for all! Our community members can sign up (for FREE) to receive Spreebird's Daily Alert Email and Spreebird will donate \$5 to our school. Spreebird features amazing deals of 50-90% OFF the Best Local Businesses.

Besides giving our school money for new sign ups, Spreebird will also give all [INSERT: School Name] subscribers (both new and existing) a \$5 credit during the promotion period. And, to top it off one lucky SoCal school will win an additional \$10,000 for programs and/ or supplies!

I hope you'll be able to share our school's story with your [INSERT: Readers, Viewers or Listeners] and encourage them to log online and support [INSERT: School Name] at www.spreebird.com/socalgiveaway

I encourage you to visit www.spreebird.com/socalgiveaway for more details and to view the official rules and guidelines. Feel free to contact [INSERT: Our Spreebird Coordinator] to provide firsthand information on [INSERT: School Name]'s story and how we will spend the funds we earn to enhance the education of our community's youth.

Best,

[INSERT: Name]

[INSERT: Phone Number]

On behalf of [INSERT: School Name]

*Log online www.spreebird.com/socalgiveaway for official rules and guidelines



Template- Local Media Phone Script

Below is a script you can use when making follow up phone calls to newspaper, radio and television reporters, asking them to share the news about your school's promotion. As a reminder, it is always best to email reporters first and then follow up with a phone call.

My name is [INSERT: Your Name], and I'm calling on behalf of [INSERT: School Name] right here in [INSERT: City]. I wanted to make sure you've heard [INSERT: School Name] qualified for Spreebird's \$100,000 SoCal School Giveaway and we have a chance to win \$10,000 for school programs and supplies plus we will earn up to 500% more with our Spreebird School Rewards program now through Dec. 15, 2011. We will use the money to fund much needed [INSERT: Program Information].

As school budgets continue to shrink nationwide, Spreebird School Rewards Program has stepped in to help schools receive funds for programs they would otherwise go without. Spreebird has already donated over \$500,000 to local schools. [INSERT: School Name] has already received [INSERT: Your Spreebird Earnings to Date].

I'm hoping you can help by sharing our story with your [VIEWERS/READERS/LISTENERS]. To help [INSERT: SCHOOL NAME] raise funds through this promotion, we need our neighbors' support! People 18 years or older can sign up for free to receive Spreebird's Daily Deal Alert Emails through Dec. 15, 2011 at www.spreebird.com/socalgiveaway. **They will save 50-90% OFF their favorite local businesses and support our school. There are no costs or obligation to them at all.**

Plus, Spreebird will give ALL NEW and CURRENT [INSERT: School Name] subscribers a \$5 credit to use during the promo period just to say... Thanks!

I encourage you to visit www.spreebird.com/socalgiveaway for more details and official rules. I'm happy to help set up an interview with [INSERT: Our Spreebird Coordinator], who can tell you more about our need for these funds. I can also send you photos and set up a school visit so you can capture footage and really see the difference you are helping make for our school.*

***make sure school approves an interview first**