



# COORDINATOR INFORMATION PACKET 2026-2027



Hello! Welcome to the Serramonte Center/Creative Marketing Arts Earning For Learning Program! One of our goals is to give your school an opportunity to win cash prizes up to \$2,500. It is a simple and fun way for schools to earn much needed funding, while doing something we do everyday – shop and dine!

## How does the program work?

Each dollar spent at Serramonte Center is worth five (5) points, but shopping is only one way to earn points. Schools can also earn points through publicity, school spirit, and monthly bonus opportunities that require no spending. Plus, every participating school receives 5,000 points simply for attending the Kick-Off Meeting, giving your school a great head start toward the 50,000 point minimum needed to complete the program.

Because of these additional point opportunities, schools of all sizes have an equal chance to succeed. Every school that reaches the 50,000 point minimum receives a cash award based on total points earned. In fact, smaller schools have often outperformed larger schools by taking advantage of publicity and bonus point opportunities. Schools can earn up to 10,000 publicity points each month, making school spirit just as important as shopping!

This packet includes everything you need to understand the program, promote it to your families, and maximize your school's points throughout the year.

# Earning For Learning

## Program Rules

- Earning for Learning begins August 1, 2026 and ends March 31, 2027. (Receipts dated August 1, 2026 through March 31, 2027 will be accepted.)
- Schools must have a minimum of 50,000 points by March 31, 2027 to receive an award at the Final Awards Ceremony in April 2027.
- Earning for Learning is designed to reward everyday shopping at Serramonte Center by supporters of participating schools. Receipts should reflect individual shopping visits and purchases. Stacks or groups of receipts from consecutive transactions (such as multiple receipts with back-to-back timestamps) will not be accepted.
- Store employees may not collect or submit receipts on behalf of participating schools.
- Receipts will not be accepted for purchases made before August 1, 2026.
- Receipts dated after 11:59 p.m. March 31, 2027 will not be accepted. (Online portal to upload and submit receipts will remain live through April 5, 2027; for purchases made through March 31, 2027.)
- Receipts must be submitted within 90 days of purchase date.
- Schools in violation of program rules may be subject to removal from the Earning for Learning Program.
- Schools must be present at the final award ceremony in April 2027 to receive their award.

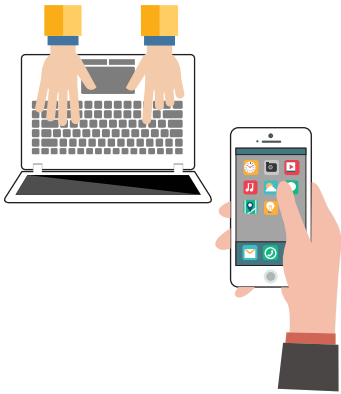
## Earning For Learning Flyers

The kick-off flyer will be sent digitally before the kick-off meeting being held September 10, 2026 at 4PM. Location to be determined. Following the kick-off, monthly flyers will be emailed to coordinators for the remainder of the program.

**NOTE:** After sharing the monthly emailed flyers to your students, families and supporters, e-mail the Earning for Learning Program Director at [SerramonteEarningForLearning@gmail.com](mailto:SerramonteEarningForLearning@gmail.com), to receive 1,000 publicity points for sharing. You can earn these points every month!

# How To: Submit Receipts

## Option 1 :



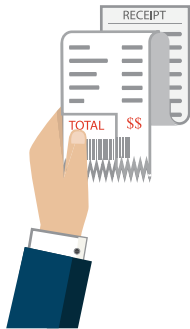
Submit your receipts online. Simply write "VOID" on your receipt, visit [MarketingGuru.com/Receipts](https://MarketingGuru.com/Receipts), click on Earning for Learning and complete the form to upload.

\*See the video tutorial on [MarketingGuru.com/Receipts](https://MarketingGuru.com/Receipts) to review the online receipt submitting process. Up to three receipts can be uploaded at a time.

Scan QR Code  
to go directly to  
receipt upload page!

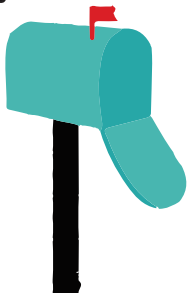


## Option 2 :



Present your original receipts to Serramonte Center's Information Kiosk where they will be logged, stamped and returned to you.

## Option 3 :

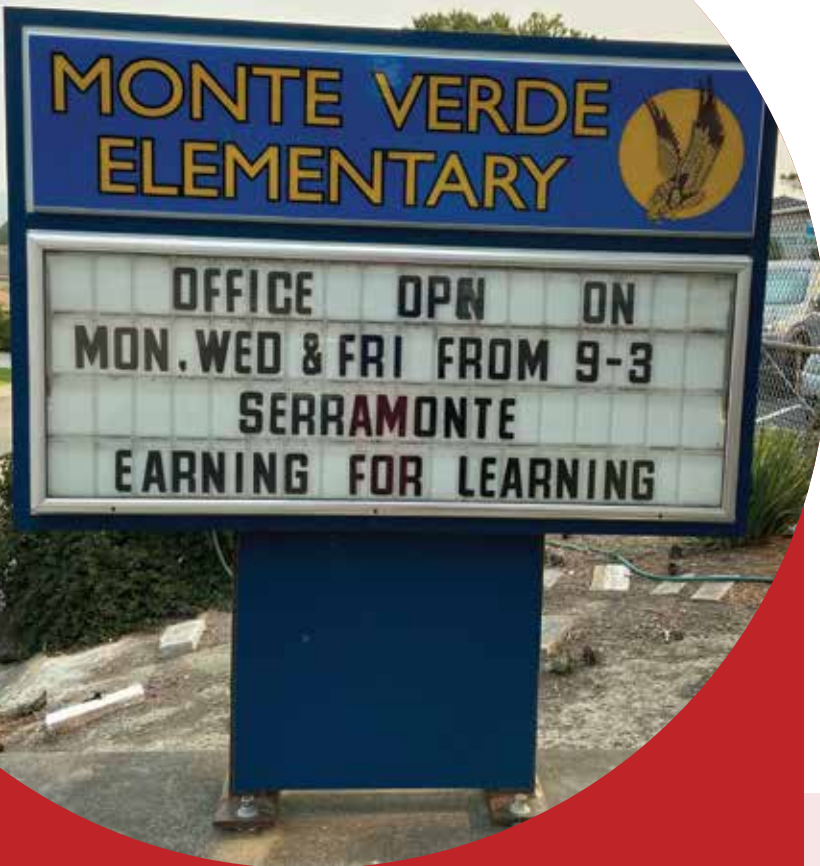


Mail your receipts to:

Earning for Learning  
Attn: Program Director  
63 Natoma Street, Suite 110  
Folsom, CA 95630

*\*Receipts that are mailed in will NOT be returned.*

- Receipts must be submitted within 90 days of purchase date.
- Receipts must be dated between August 1, 2026 and March 31, 2027.



## Publicity Points

Bonus points are additional points your school can earn when your students attend Serramonte Center special events. Examples include Kid's Club and shopping at highlighted retailers. These bonus point opportunities will be mentioned on the monthly flyers distributed each month.

Anytime you promote the Earning for Learning Program to your school or in the community, you have the opportunity to submit that promotion for publicity points. You earn 1,000 points for each submission, with a maximum of 10,000 publicity points available per month for your school!

Publicity points must be submitted by the 5<sup>th</sup> of the succeeding month to be counted toward your monthly ranking.

**NOTE:** If your school has a receipt collection box/marquee sign message displayed monthly, don't forget to remind the Earning for Learning Program Director every month, as your school can earn 1,000 points each month for each receipt collection box/marquee sign message being displayed.

## Bonus Points



# Publicity Points Helpful Hints

- Mention the program in PTA / PTO / Principal / Student Newsletters
- Incorporate information into weekly emails to student's parents
- Notices on school's marquee and bulletin board
- Banner or sign posted at prominent places at school
- Share the Earning for Learning flyer across your social platforms
- Mention the program on the voicemail at your school
- Link or mention Earning for Learning Program on your school's website
  - Link/Upload online receipt submittal video
  - Link online receipt submittal form
- Mention the Earning for Learning Program on PTA or other meeting agendas
- Receipt collection boxes located at school office or in classrooms – *1,000 points per box*
- Promote the Earning for Learning Program on social media

**\*Your school's publicity points must be turned in by the 5<sup>th</sup> of the succeeding month to [SerramonteEarningForLearning@gmail.com](mailto:SerramonteEarningForLearning@gmail.com).**

**How to Submit Publicity Points:** Email screenshots, photos, PDFs, newsletter copies, or links to [SerramonteEarningForLearning@gmail.com](mailto:SerramonteEarningForLearning@gmail.com) by the 5th of the following month. Include your school name and the month in the subject line. Each approved publicity item earns 1,000 points, up to 10,000 points per school per month. Sharing the monthly program flyer counts as one publicity item and is included in the monthly maximum.

## Additional ideas for increasing points:

- Consider Serramonte Center for purchases for jewelry, electronics, appliances, and other large ticket items. Often times stores will match competitor's prices.
- Educate friends and family about how to submit receipts online at their leisure through the Earning for Learning online receipt portal at [MarketingGuru.com/Receipts](http://MarketingGuru.com/Receipts)

# Earning For Learning Rankings

All receipts received, along with your school's bonus and publicity points, will be calculated each month to determine the ongoing rankings for the program. To see where your school is ranked, go to [www.MarketingGuru.com](http://www.MarketingGuru.com) visit the "School Program" tab, select "Participating Centers" and go to "Serramonte".

Serramonte Center and Creative Marketing Arts wish all of you the best of luck in this program. Remember, every school is a winner!

## **Final Awards:**

|                                           |           |
|-------------------------------------------|-----------|
| 1 <sup>st</sup> Place:                    | \$2,500   |
| 2 <sup>nd</sup> Place:                    | \$2,000   |
| 3 <sup>rd</sup> Place:                    | \$1,500   |
| 4 <sup>th</sup> Place:                    | \$1,000   |
| 5 <sup>th</sup> – 7 <sup>th</sup> Place:  | \$500 ea. |
| 8 <sup>th</sup> – 10 <sup>th</sup> Place: | \$400 ea. |
| 11 <sup>th</sup> Place & up:              | \$200 ea. |

Please feel free to contact the Earning for Learning Program Directors with any questions or concerns you may have at 1-800-762-1641.

Earning for Learning  
ATTN: Program Director  
63 Natoma Street, Suite 110  
Folsom, CA 95630

SerramonteEarningForLearning@gmail.com  
[www.marketingguru.com](http://www.marketingguru.com)



# Frequently Asked Questions

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

A: You can submit up to 10 publicity items per month, earning 1,000 points per promotion, for a maximum of 10,000 points monthly.

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

A: Each school that participates and meets the minimum point requirement must be present at the Final Awards Ceremony to receive their award.

**Q: What happens if our school doesn't earn very many points?**

A: Your school must earn a minimum 50,000 points by March 31, 2027 to receive an award at the Final Awards Ceremony in April 2027.

**Q: How can we promote the Earning for Learning Program at our school?**

A: Share the flyers that we provide monthly. Create publicity items each month that promote the program throughout your school and send us back-up of all of these items to receive up to 10,000 publicity points per month.

**Q: Does each parent have to take their own receipts to the mall?**

A: No, they do not; receipts can be submitted online at [MarketingGuru.com/Receipts](https://MarketingGuru.com/Receipts). Your school may also create a receipt collection box on campus that parents can drop their receipts in (and receive 1,000 points each month it is up). A representative can submit the receipts online or take them to be logged at Serramonte Center.