



My School's Cool 2007-2008 Program

Program Overview

Formerly the Cash Back for Schools Program, My School's Cool (MSC) is the new and revised community driven program committed to building relationships with local schools by giving cash to schools and enticing customers to shop at Greenwood Mall. Schools will compete with each other for the highest accumulation of points and earn cash rewards. Additionally, extra credit points can be earned through shopping and participating in mall events and activities.

2007-2008 School Participants

- Alvaton Elementary School
- Anchored Christian School
- Bowling Green Christian Academy
- Cumberland Trace Elementary School
- Drakes Creek Middle School
- Glasgow Christian Academy
- James E. Bazzell Middle School
- Lost River Elementary School
- North Warren Elementary
- Old Union School
- Parker-Bennett-Curry Elementary School
- Potter Gray Elementary School
- Rich Pond Elementary School
- Saint Joseph School
- South Edmonson Elementary School
- T.C. Cherry Elementary School
- Temple Hill Elementary School
- W. R. McNeill Elementary School
- Warren Elementary School
- William Natcher Elementary School

How do schools earn points?

Earning points is as easy as "A,B,C!"

- A) Mall Sales Receipts** - Each dollar spent at the mall earns the participating school one point. Receipts will be rounded to the next whole dollar at .51 cents. There will be opportunities to earn double points which will include double point retailers and double point shopping days.
- B) Participation in Mall Events and Activities** - Schools can earn points by having supporters attend Greenwood Mall's events and register!
- C) Participation in Mall Goodwill** - The Goodwill arm of My School's Cool is designed to help schools teach students to be more community-minded. Mall goodwill is limited to only GGP Corporate Marketing Goodwill Programs. Goodwill opportunities include the following programs:
 - Habitat for Humanity - Points will be awarded for schools that volunteer for Habitat for Humanity.
 - Other Goodwill opportunities will be determined throughout the program.

How are points redeemed?

There are 3 basic ways for each school to redeem points.

- A) MSC Mall Display** - Drop your receipt in your school's slot in the MSC display located in the food court. Customers wishing to retain their mall receipt can request a point pass from the Greenwood Mall Customer Service, located in the Sears wing, and place the point pass in the appropriate bin for their school.
- B) Customer Service** - Have your receipt logged at the Greenwood Mall Customer Service Center, located in the Sears wing.
- C) Participating School** - Drop your receipt off at the school you wish to support.

How to Earn Points Summary – Easy as A, B, C:

A, B, C# Points Earned	How to Earn Them	Details
1	Mall Sales	Mall Sales Receipts - Every dollar you spend at the mall earns your school 1 point. Receipts must be dated within the program dates of August 1, 2007 to April 30, 2008.
100	Participation in Mall Event	Schools will receive points for each participating shopper that signs in for their school the day of the event for example: Heart Truth, Festival of Giving, Halloween, etc.
250 per hour worked per volunteer	Volunteer at Mall Event	Schools will earn points for providing volunteers to work at a designated event or a particular program, for example: holiday greeters, assistance at FOG, etc.
TBD	Mall Goodwill	Habitat for Humanity - Watch your MSC newsletter for goodwill point opportunities.

How to Earn Extra Credit Points:

Extra Credit Points	How to Earn Them	Details
2 points per dollar	Mall Sales	Receipts from Bath & Body Works, Charlotte Russe, Dunham's Sports, GAP, Gymboree, Maurices, Sunglass Hut and Yankee Candle and all food court tenants earn double points.
2 points per dollar	Mall Sales	Double Point Days – Watch your MSC newsletter for Double Point Days.
2 points per dollar	Mall Gift Card	Purchase of a mall gift card earns double points.
25 points	Pepsi Vending	Purchase a Pepsi vending product while shopping and show it at Customer Service to receive 25 points.
25 points	Carousel Ride	Turn in a carousel receipt and receive 25 points.
100 points	Easter/Santa Photo Package	Visit the Easter/Santa set and purchase a photo package and receive points.
5 points per student	Field Trips to the Mall	Earn 5 points for each student signing in at the Greenwood Mall Customer Service Center.
100 points	Monthly School Newsletter	Schools that include MSC information in their school newsletter will receive points, but are limited to one newsletter per month.
200 points	School Bulletin Board or Display	Schools that promote MSC on the bulletin boards or a school display must send a photo and display a minimum of 4 weeks. Limit two per program during the following periods: one for the period August – December 2007, and one for the period January – May 2008.

How can you help?

Any Greenwood Mall customer can help a participating school. Bring your receipt to any of the drop off locations. Every dollar spent will add up to points for the schools.

For upcoming ways on how you can earn more points, check out the events listing page.

Help your local school of choice today!