

# Coordinator's Guide

## DIY Saver

Follow the five simple steps below to create your own unique commemorative tea towels, aprons or bags and achieve a healthy fundraising goal with Expressions. We want to make the process as easy as possible for you. Our friendly team is always happy to give you useful hints or help in any way and we encourage you to call or email with any queries.

## 1) Begin promoting the fundraiser and collecting orders

- Decide on details of your fundraiser, such as product choice, dates, fundraising margins and print colour.
- Prepare and distribute your Fundraising Order Letters (letter available to download online).
- Place a notice in your newsletter and start spreading the word.
- Display your sample tea towel, apron or bag in a common area to give everyone a chance to see the size and quality.
- Put up posters with the details of your fundraiser.

## 2) Design your tea towel

- Calculate the size each picture needs to be using the DIY Sizing Chart in the Artwork Instructions.
- Everyone then draws a picture or does a handprint.  
**It is IMPORTANT to FOLLOW THE ARTWORK INSTRUCTIONS.**
- **LAYOUT SHEETS:** Lay out your artwork and pictures onto a cardboard layout sheet (see layout sheet dimensions). You can draw directly onto the layout sheet, however we recommend you prepare the drawings first using small pieces of paper or sticky labels which you can position first and then once you are happy stick down with glue (no tape or blue tac).
- **DIGITAL:** Alternatively scan your pictures and prepare your own artwork digitally.
- Place drawings right to the edge of your layout sheet or digital template, we will add the border to the outside of your design prior to printing.

## 3) Return your completed layout and order form

- Record your orders and add up the total, an Order Tally Sheet is provided for your records.
- Complete your order form.
- Return the completed layout sheet (either flat or rolled in a tube) and order form by post to:  
Expressions Australia, 133 Bussell Hwy, Margaret River, WA, 6285.  
Alternatively scan your layout sheet in black & white at 150ppi and email your layout to us. This can really speed up the process!
- Digital artwork can be sent on disk, by email to [info@expressions.com.au](mailto:info@expressions.com.au) or via Dropbox or a similar online service.

## 4) We print and deliver

- Your chosen border will be added and your artwork will be prepared for print.
- The tea towels, aprons or bags will be screen printed and ready to dispatch within 7-10 working days.  
In term 4 allow an extra week or two due to the huge Christmas demand, we recommend you get your artwork in early for pre-Christmas delivery!
- Delivery is via courier and should reach you within 1 to 7 working days depending on your location, consignment details will be emailed.

## 5) Hand out your tea towels (aprons or bags)

- The tea towels, aprons or bags will arrive individually folded, ready to pack. Bags are included free for you to help with easy packing and distribution. We recommend using the order details on your tally sheet to write up the name plates on the bags for each individual order (up to 5 tea towels will fit in each bag).
- Payment is due within 7 days of receipt of delivery, by cheque or EFT. Paypal is also available on request. Your Tax Invoice will be emailed, we ask you try to have your payment ready to go when your order arrives.

Below is an example of a Fundraising Letter Template, **AVAILABLE FOR DOWNLOAD AS A WORD DOCUMENT FROM OUR WEBSITE**. Select the letter best suited to your project and then change the text using your organisation's details. The letters are simply a guide, so simply adjust them as needed.

Italics indicate the sections of the letter within the template to be completed by you. When you have made your adjustments, highlight the red text and switch it all to black.

Order Letter Templates available: Fundraising Letter Template TEA TOWEL  
Fundraising Letter Template APRON  
Fundraising Letter Template BAG  
Fundraising Letter Template MULTIPLE

Once your letter is ready to go, start spreading the word! Hand out the parent order letters, put a notice in your newsletter, stick up some posters and display your sample tea towel, apron or bag in a common area. You'll be surprised at order numbers as many families will order several for gifts and keepsakes.

\*\*\* Fundraising Letter Templates available for download from

<http://www.expressions.com.au/pricesquestionsmore-info/downloads>

If you prefer to have the template emailed please get in touch by phone or email [info@expressions.com.au](mailto:info@expressions.com.au) and we'll forward one directly to you.

## 2015 TEA TOWEL FUNDRAISER



Dear Parent / Carer / Friend,

As part of our fundraising efforts for this term, the *(parent committee)* is running a group tea towel project to help raise funds for \_\_\_\_\_.

The unique tea towel design will be made up of individual portraits created by all our children and staff. The children's pictures and names will be arranged together as a commemorative design for the whole group. *It will be screen printed in print colour here* onto high quality white tea towels (50x70cm).

We chose tea towels because the project involves the children, provides a wonderful keepsake and makes a meaningful gift for parents, relatives and special friends. The tea towels look amazing, are so easy to post and make a fabulous reminder of your child's early years. There is a sample tea towel *(hanging in the office to view)*.

It is only \$\_\_\_\_\_ for one limited edition tea towel [OR SAVE by ordering \_\_\_\_\_]

Tea towels can be ordered by completing the order form below and returning with exact payment to \_\_\_\_\_ in an envelope clearly marked "TEA TOWEL ORDER".

Make sure you don't miss out! Preserve your child's artwork and remember friends and teachers forever!

Final orders are due before → *order due date here*

Thank you for your continued support.

If you have any queries please call *Coordinator's Name and contact details here*



### TEA TOWEL ORDER FORM

Student Name: \_\_\_\_\_ Class: \_\_\_\_\_

Contact Name and Phone Number: \_\_\_\_\_

Number of Tea Towels Ordered: 1  2  3  4  5  or more →

Please enclose payment with your order  
Cash or cheques made payable to:

TOTAL Enclosed \$ \_\_\_\_\_

*YOUR ORGANISATION ACCOUNT NAME HERE*

Good luck with  
your promotions!  
We look forward  
to seeing your  
drawings soon.



## 1) GETTING READY

Organise a drawing session with your group. Let everyone involved know why they're doing the drawings or handprints and what the end result will be. This really helps to get everyone enthusiastic about the project and the final product.

**PENS** - Ensure everyone draws using the same or similar thick black felt tip pens, eg) Sharpies, Pentel Sign Pens or slim black textas. **IMPORTANT - DO NOT USE PENCILS, COLOURED TEXTAS, BALLPOINT PENS OR CRAYONS!**

**SIZING** - Use the chart below to work out the approximate size for each picture. The chart is a guide only. To calculate the size yourself, firstly allow a space for your logo/text, then divide the remaining space by the number of students doing drawings.

**DIY SIZING CHART** - These sizes assume an approximate space for your logo and text of 12cm x 12cm.

Number of Drawings →	50	75	100	150	200
<b>TEA TOWELS</b>	51 x 83mm	43 x 65mm	38 x 56mm	29 x 46mm	27 x 39mm
<b>APRONS</b>	53 x 87mm	45 x 67mm	39 x 59mm	31 x 48mm	28 x 41mm
<b>BAGS</b>	27 x 44mm	22 x 34mm	20 x 30mm	15 x 24mm	14 x 20mm

Note: For groups larger than 100 portraits we recommend a Custom Design.

**PAPER** - For best results use self-adhesive label paper. Alternatively plain white paper is perfect. Cut up separate pieces of paper for each child to the appropriate size. For younger children, larger pieces of paper can be used and then reduced in size (digitally or using a photocopier). **Do NOT use paper larger than 1/4 of an A4 sheet.**

## 2) PREPARING DRAWINGS

Staff may need some help to manage the drawing process, provide a copy of these instructions to any helpers. We strongly recommend you include EVERYONE in your layout, it will help with sales and ensure the final product is a memorable keepsake with all staff and friends remembered.

**DRAWINGS** - Drawings should be well defined and **remember what you see is what you'll get.** Too much detail in small drawings will not print well. We recommend clear, clean, simple drawings. **GROUPS WITH OVER 150 PICTURES SHOULD DRAW FACE ONLY PORTRAITS.**

**HAND AND FOOTPRINTS** - Use water-based black paint on white paper. Use a sponge or roller to apply paint before pressing onto paper to prevent smudging, smearing or drips. If you are reducing your prints in size, it is important to remember to reduce them all by the same % percentage to maintain the size ratio to each other.

**NAMES** - Print names clearly and close to the picture. Use first names only. If there is more than one person in your group with the same name, use the first initial of surname e.g. Charlotte G. Ensure all the names are clear and legible and the spelling is correct. If you are reducing your pictures in size, make sure the names will be big enough to read when reduced. If you can't see white space in letters such as a,b,e or in between letters, then they may not print well. If you are unsure have the student write their name again clearly on a separate piece of paper and stick it onto the picture.

**CHECKING DRAWINGS** - When your drawings are complete **check them off against a class list to make sure no one is missing.** You don't want to forget anyone! Draw over any faint or fine lines and remove any pencil marks. Feel free to use liquid paper as needed to make any corrections.

Examples of suitable drawings and names:

Portraits



Hand & Footprints



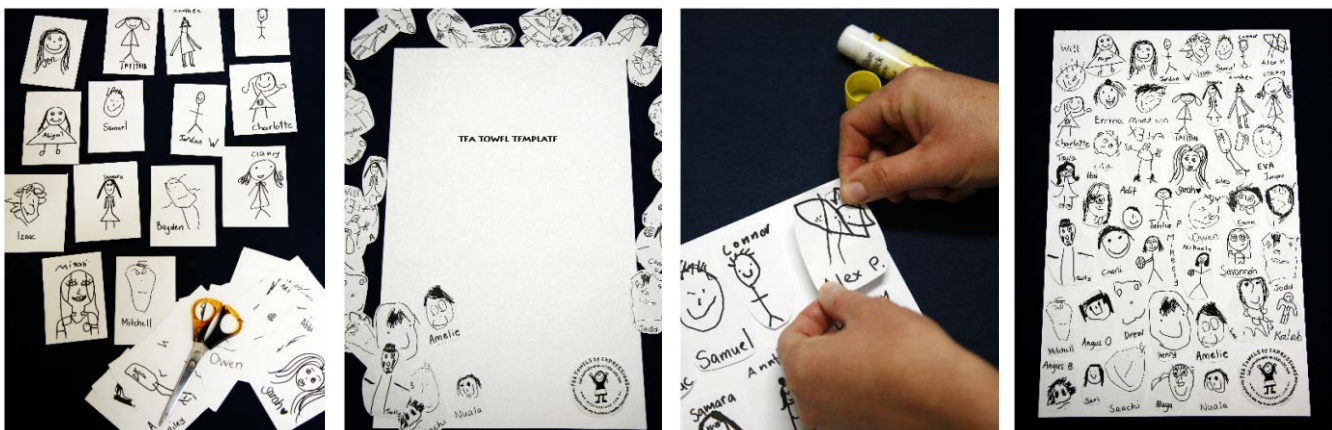
### 3) ARRANGING YOUR DESIGN

Use the DIY Layout Sheet Dimensions to prepare your blank template.

**LOGO** - Firstly position your logo, text and year onto the white layout sheet. Use a good, clear printed copy of your logo in black and white, **NO GREY SCALE**; it must be simply black only on white paper. Write on your text or print out a copy of any wording you want around your logo (WordArt within Microsoft Office is useful for this type of text), cut it out and place it into position. Don't forget to include the year.

**PICTURES** - Collect all the drawings you are going to use in your design. If names are written a distance away from the picture, cut around the name and paste or clear tape it closer to the picture. If space on your layout sheet is tight, you may find it useful to cut closely around each drawing or print.

**LAYOUT** - We recommend you arrange and lay all the pictures out first, shuffle them around until you are sure you have it just right and everyone fits. When you are totally happy with your final arrangement, stick down your drawings, logo and text securely using the entire surface of the layout sheet. **DO NOT** use blue tack. Once all the pictures are stuck down, voila, you're done! We will add the border to the outside of your layout, you do not need to leave a space.



**CLASS GROUPS** - With larger numbers of students you might like to display each class separately. Divide the layout sheet by the number of classes (remembering to deduct a space for your logo and text first) and lay each group out with their own heading included.

### 3) SCANNING & SENDING ARTWORK DIGITALLY

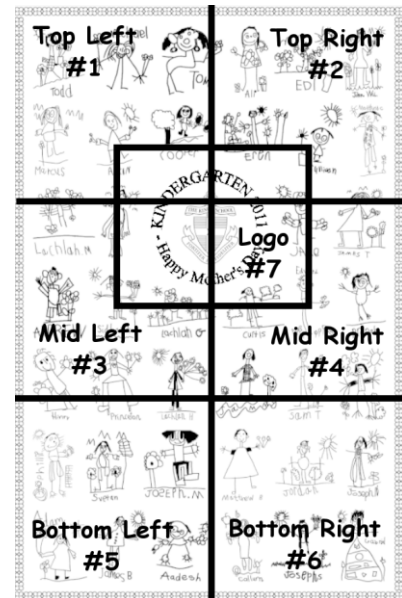
When your layout is complete you are welcome to scan and return your DIY artwork in a digital format either by email to [info@expressions.com.au](mailto:info@expressions.com.au) (cc [expressions@live.com.au](mailto:expressions@live.com.au)) or via Dropbox or a similar online service. This will speed up the process.

**SCANNING** -We suggest you scan it on B/W Photo settings at a minimum of 150 ppi and save as a jpeg or tiff file. **High resolution** PDF's are also acceptable. Large format scanners are available at some print shops, however you only need a standard A4 scanner to complete the process.

When scanning a tea towel layout on an A4 scanner, you will need to complete seven scans. Scan your layout sheet in this order; top left, top right, middle left, middle right, bottom left, bottom right and a separate scan for the logo (NOTE: if you have managed to capture a COMPLETE logo in one of the other scans, usually a middle scan, then a 7<sup>th</sup> scan is not necessary).

When saving the scans you can name them: top\_left, mid\_left, bottom\_left etc. This makes it much easier for us to piece together the design at our end. If you choose this method ensure each picture is complete on a single scan ie: NOT half a drawing on one scan and the other half on another. You may need to send through several emails as the files may be quite large. It is important to include your school name and ID in the subject line and **DON'T FORGET TO SCAN & SEND YOUR ORDER FORM** so we have your order instructions and delivery details.

Contact our office if you have any questions. It is also a good idea to ring us the next day on 1300 855 509 to check that we have received your emails.

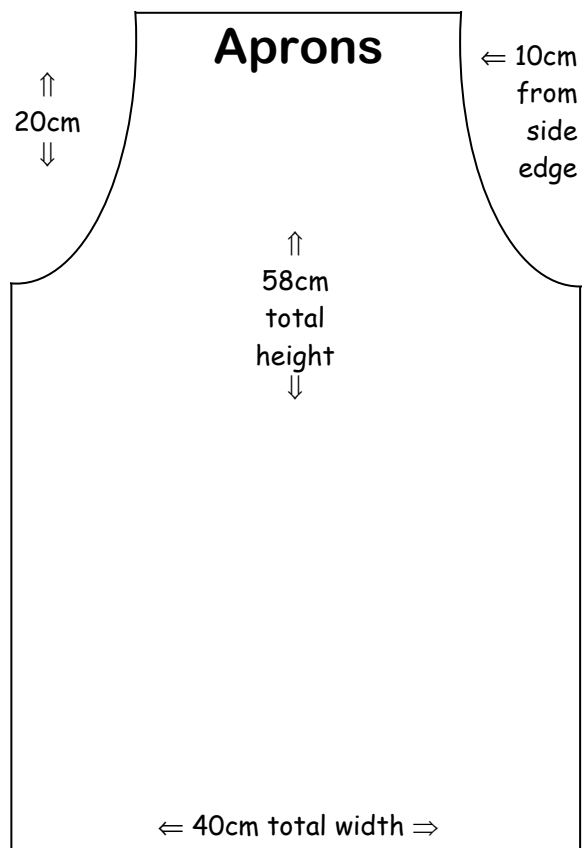
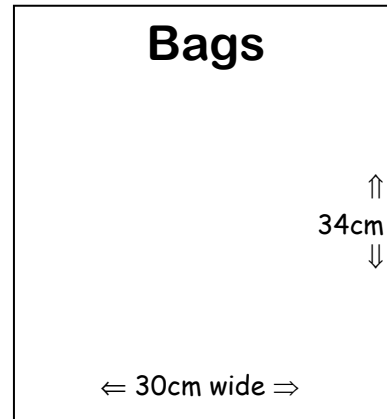
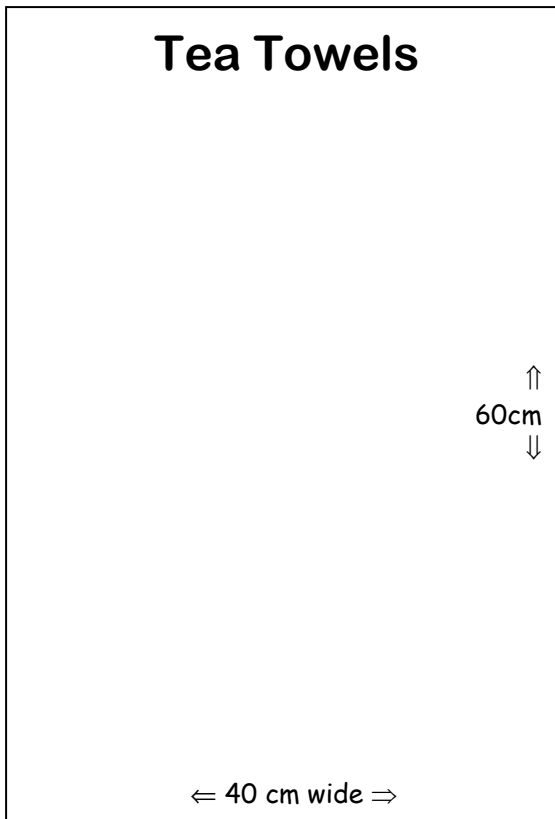


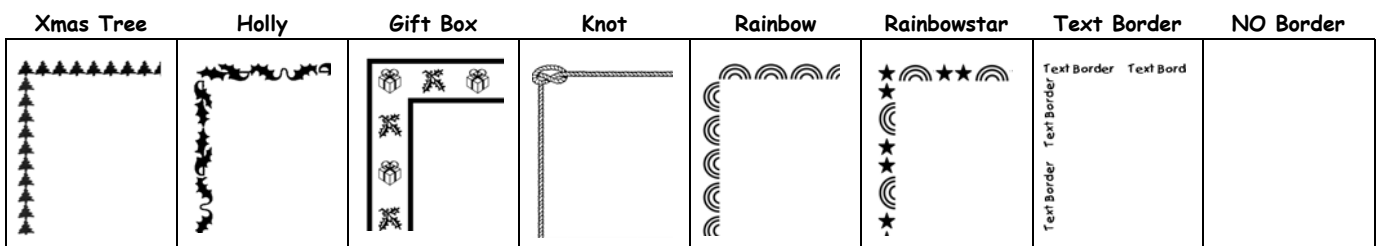
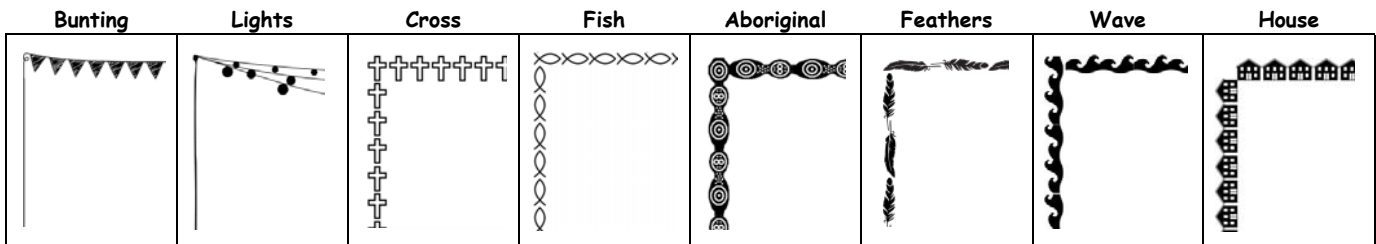
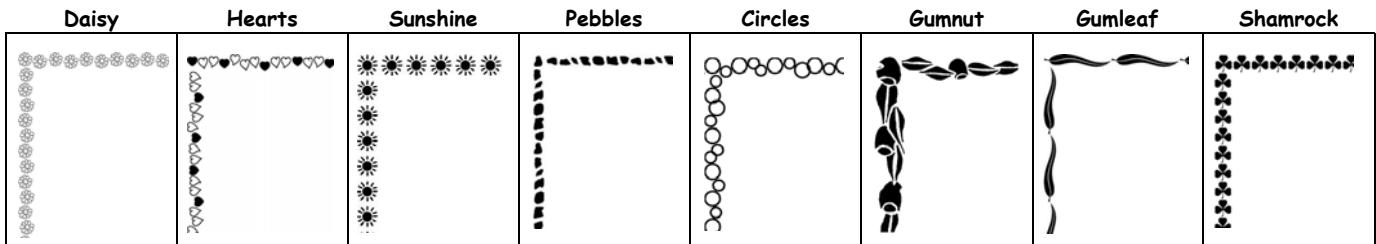
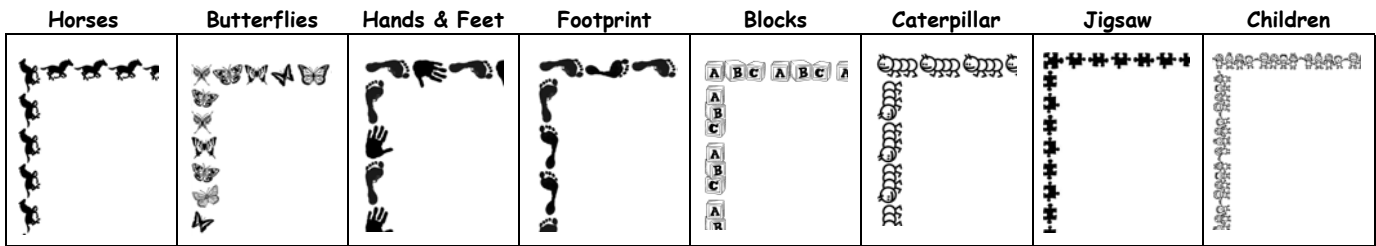
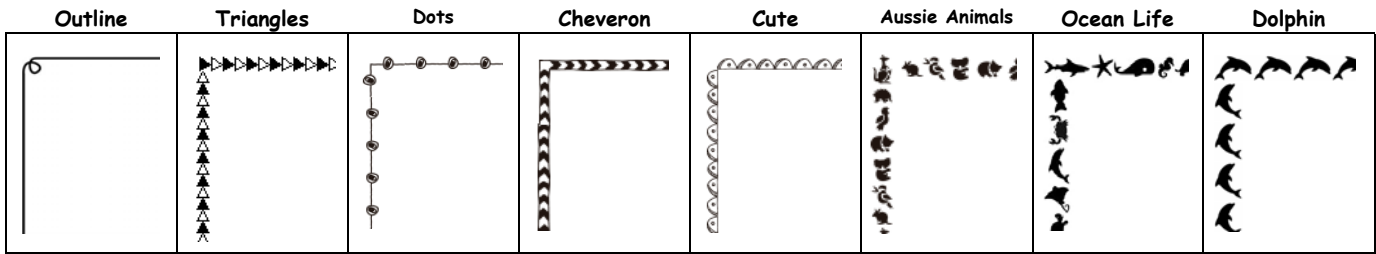
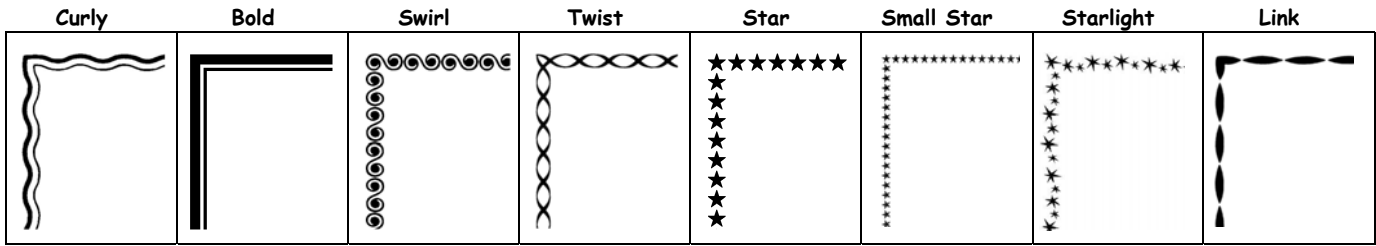
### IMPORTANT NOTE

If the pictures and names are not clear and easy to read on your completed layout sheet, they won't be on the finished product either. The result of clean, clear, simple drawings and prints is wonderful designs! Please ensure that everyone is included in your design and all the names are legible and spelled correctly.

**Please follow these artwork instructions. Designs supplied using unsuitable pens, thin lines, colours, etc. may be returned to you for correction or a design fee of \$25 per hour may be charged for time spent fixing artwork. In some cases we will suggest you convert to Custom Design pricing. You will be contacted first to discuss such circumstances if they arise.**

Cut layout sheets using white cardboard or set up your digital template using the dimensions below. Large white card is available at most newsagents or stationery suppliers. Place your drawings and artwork right up to the edge. We will add your choice of border to the outside of the completed design.





Select a border from above OR let us help you create an original border. Use a logo, special text or artwork unique to your group. There is no extra charge for this service.



## NOTE

We look forward to seeing your artwork!  
On receipt of your layout sheet Expressions will scan and clean up your artwork, add your choice of border and prepare your design for printing. We will then send an approval email to you.

### ARTWORK APPROVAL

On receipt of your emailed design, please go over the artwork carefully, ensuring everyone is included and names are spelled correctly. No responsibility for any error noticed after approval will be taken by Expressions, this includes missing pictures, spelling mistakes etc. Please ensure that all spelling is correct, the year is displayed and that everyone is included on your layout.

### DELIVERY

Please allow at least two weeks from the date of approval of artwork to receive your products. Printing requires 5-7 working days and shipping varies from 1-7 days, depending on location. Delivery is via courier, we ask you use a school or business address as a signature is required (9am-5pm) and exact delivery dates and times cannot be supplied. Consignment details will be emailed on despatch.

### PAYMENT

We will invoice you by email, once your tea towels have been despatched.

## Layout Sheet

Ensure all artwork is secured to your layout sheet and will not come off during transit. Send flat (preferred) or rolled in a tube or via email.

## Order Form

We need your order form returned with your artwork so we know your design preferences. Delivery is by courier and requires a signature, please provide a school or business address.

## Multiple Designs

Please complete **one order form for each unique design** and number as follows: 1 of 3, 2 of 3, 3 of 3 etc. (e.g. Prep 1of3, Junior 2of3 and Senior 3of3 )  
Photocopy extra forms as required.

Organisation Name: \_\_\_\_\_

Name	Class	Number Ordered	Amount Due	Paid	Comments

**TOTAL**

\$ \_\_\_\_\_

This Order Tally Sheet is for your records only. Photocopy or print extra sheets as needed.  
Keep as a record of your orders and to aid with labelling and distribution when your products arrive.  
Expressions only need to know the TOTAL number of orders collected prior to printing.