

# Coordinator's Guide

## Full Colour Custom Design

## Where do I start?

We want to make the process as easy as possible for you. Here's a brief guide to running an Expressions Fundraiser. 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 **1300 855 509**.

### 1) Get organized and start promoting

- Decide on the details of your fundraiser, how many designs, dates, fundraising margins and what you are fundraising for.
- Place a notice in your newsletter and start spreading the word.
- Display the sample tea towel in a common area so everyone can see the size and quality.
- Put up posters with the details of your fundraiser and distribute the parent flyers and parent order letters. You may want to wait until you have your design proof so this can be included in your promotions.

### 2) Get the kids drawing

- Start drawing early, the sooner you return them the better. If you get the pictures back early enough we can prepare your design and provide a design proof by email which you can use in your promotions.
- Each person, including teachers, draws a picture or does a handprint and writes their name. Ensure everyone is included by comparing the drawings to class lists and don't forget the staff, they are an important part of the group. **IMPORTANT → follow the ARTWORK INSTRUCTIONS!!**
- For group layouts clearly label and bundle each group of drawings/prints separately, we suggest you use envelopes, small bags or rubber bands and **place the teacher/s at the front of the pack**.

### 3) Return your pictures and order details form

- Complete your order details form and include with the drawings. Final order numbers are not needed at this stage, order numbers can be finalised later when approving your design.
- If you have more than one design to return please complete **one order details form for each unique design** and number as follows: 1 of 3, 2 of 3, 3 of 3. Photocopy extra forms as required.

Return the drawings/prints, logo and order form by post, using the pre-paid Australia Post satchel supplied to: Expressions Australia, 133 Bussell Hwy, Margaret River, WA, 6285.

**OR** scan your drawings and logo in batches and upload from our website [www.expressions.com.au/artwork-upload/](http://www.expressions.com.au/artwork-upload/) Please label the files well so they are easy to identify. E.g. BathurstPS\_Year1.pdf, BathurstPS\_Year2.pdf

### 4) Design and Approval

- We scan, clean up and resize each picture, then lay out the pictures, adding your group's name and logo.
- It will take 1-2 weeks from receipt of your drawings for Expressions to prepare your design. In term 4 allow two extra weeks due to the huge Christmas demand, get your pictures in early for term 4 delivery!
- A completed design layout will be emailed to you and is to be checked **carefully** and approved prior to printing. Artwork is final once approved and no further changes can be made.
- Once final approval and order numbers are confirmed the tea towels will be digitally printed and ready to despatch within 7 working days. Delivery is via courier and should reach you within 1 to 7 working days depending on your location, consignment details will be emailed to you.
- If we complete a design for you and you do not go ahead with printing a \$50 design fee will be charged and an extra \$30 for replacement of the Coordinator's Kit.

### 5) Hand out your tea towels

- The tea towels will arrive individually folded, ready to pack. Parent order bags are included to help with easy packing and distribution. We recommend using the order details on your tally sheet to write up the bags for each individual order (up to 5 tea towels will fit in each bag).
- Your Tax Invoice will be emailed. Payment is due within 7 days of receipt of delivery, by cheque or EFT. Credit card payment via Paypal is also available upon request.

## Tools for a successful fundraiser

We provide **Parent Flyers** and **Fundraising Letter Templates** to help you get the message out to your parents. Parent Flyers are included in any coordinators kit we post out and the Order Letter Templates are **AVAILABLE FOR DOWNLOAD AS A WORD DOCUMENT FROM OUR WEBSITE**.

Select the letter best suited to your project and then change the text and image using your organisation's details and design proof. The letters are simply a guide, so please adjust them as needed.

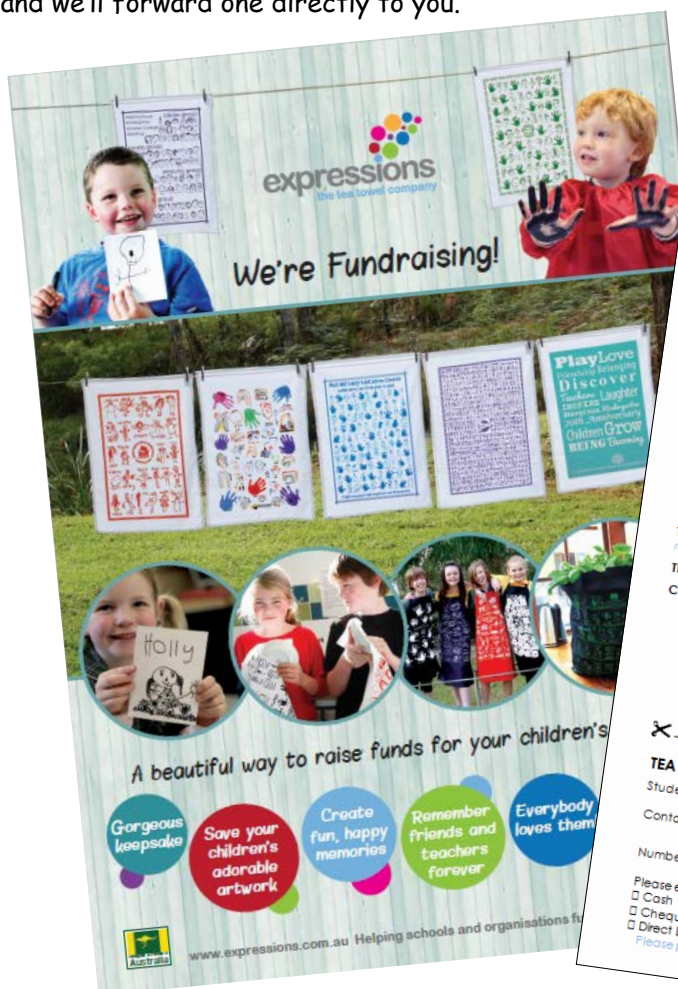
Italics indicate the sections of the letter within the template to be completed by you. When you have made your adjustments, highlight the text and switch it all to black.

Once your letter is ready to go, it can be printed on the reverse side of the Parent Flyers or simply stapled to the Parent Flyer for distribution to parents.

Using these tools you'll be impressed with the number of orders. Many families will buy several as gifts and keepsakes so be sure to offer an incentive for buying more than one.

\*\*\* Fundraising Letter Templates available for download from <http://www.expressions.com.au/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.



Parent Flyer

Parent Order Letter

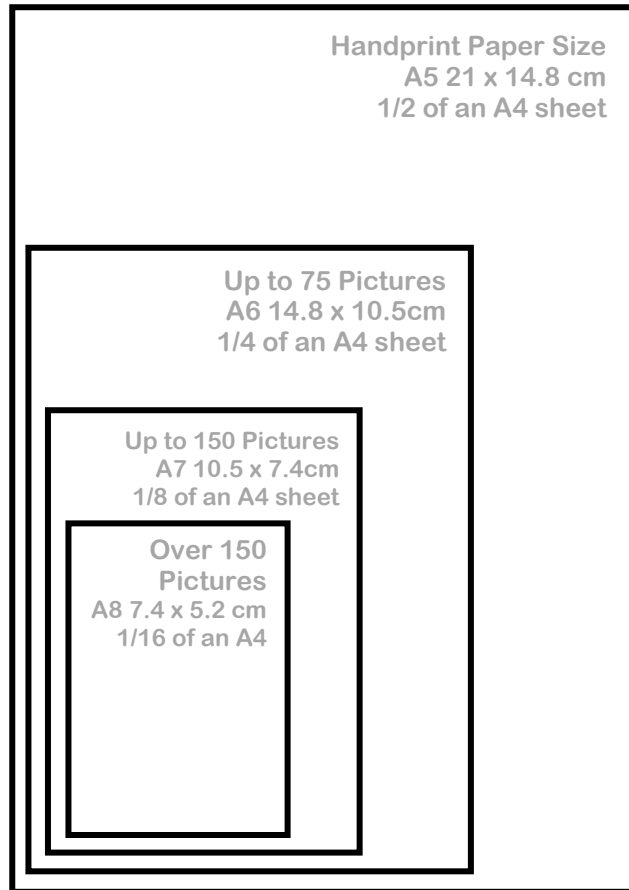
## Drawing Size

Drawing cards can be supplied by Expressions or simply use this guide to cut your own white paper and get started straight away.

All the sizes divide into an A4 sheet of paper for ease of cutting and to reduce paper waste.

**FULL COLOUR**  
drawings can have  
all the colours of  
the rainbow.

Let the kids use every texta in their pencil case. Drawings can be done with paint, crayons, pencils ... the possibilities are endless. The only thing we don't suggest is glitter or metallic pens as the shimmer won't reproduce well.



**We recommend nice strong colour and lots of it!**

Staff may need some help to manage the drawing process. Provide a copy of these instructions to any helpers. 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.



### UP TO 150 DRAWINGS

- Draw **FULL BODY** portraits
- Print names clearly close to the drawing but not overlapping
- Use first names only. If there is someone in your group with the same name use the initial of their surname e.g. Charlotte G



### OVER 150 DRAWINGS

- Draw **FACE ONLY**
- Print names in **LARGE LETTERING** clearly close to the drawing but not overlapping
- Simple drawings will reproduce better at this size.
- Use first names only. If there is someone with the same name use their surname initial e.g. Charlotte G



## HANDPRINTS & FOOTPRINTS

- Use a roller or dab the paint on with a sponge before pressing onto paper. **DO NOT** dip hands in the paint. This minimises smudging, smearing or drips.
- Print names clearly close to the print but not overlapping
- Use first names only. If there is someone in your group with the same name use the initial of their surname e.g. Charlotte G



## CHECKING DRAWINGS

- Check drawings off against a class list to be sure no one is missing.
- Check the spelling of names, titles and any other text detail.

You don't want to forget anyone! Ensure all the names are legible and spelled correctly. Feel free to use liquid paper as needed to make any corrections. If the pictures and names are not clear and easy to read on the cards, they won't be on the finished product either.

Please follow these artwork instructions. Unsuitable pictures may be returned for correction or a design fee of \$25 p/hour may be charged for time spent fixing artwork. You will be contacted first to discuss such a situation.

## GROUP LAYOUTS

You can choose to display the drawings in groups, classes, year levels or rooms.

If you do, complete the reverse side of your order form or include a separate list showing the order you wish groups to appear and provide details for each, such as numbers, group heading and suggested layout.

Clearly bundle and label each group separately, with the teachers at the front.

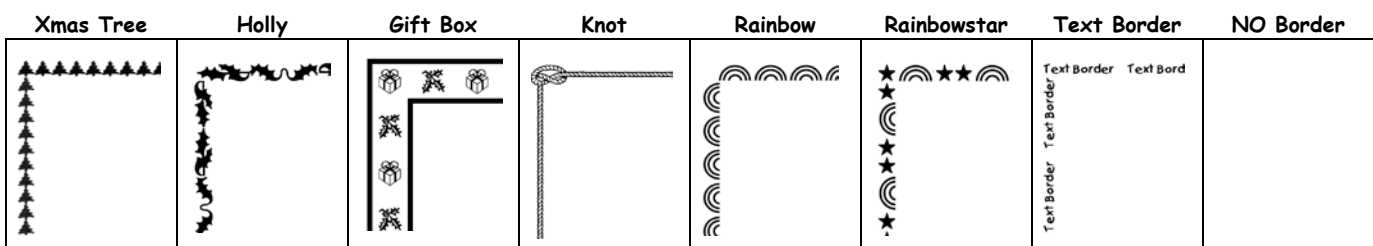
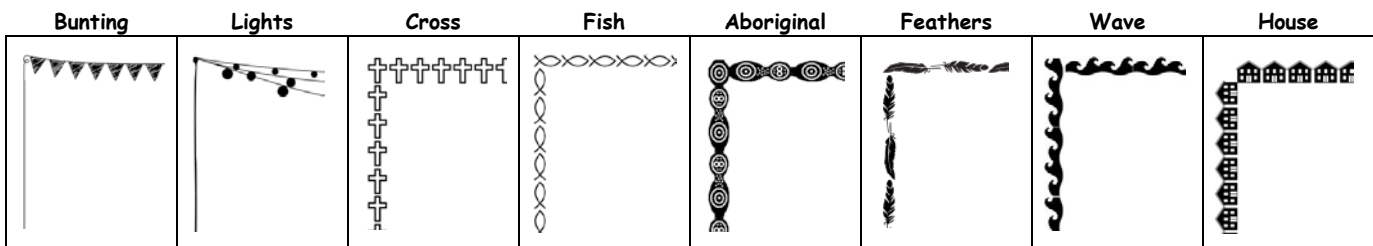
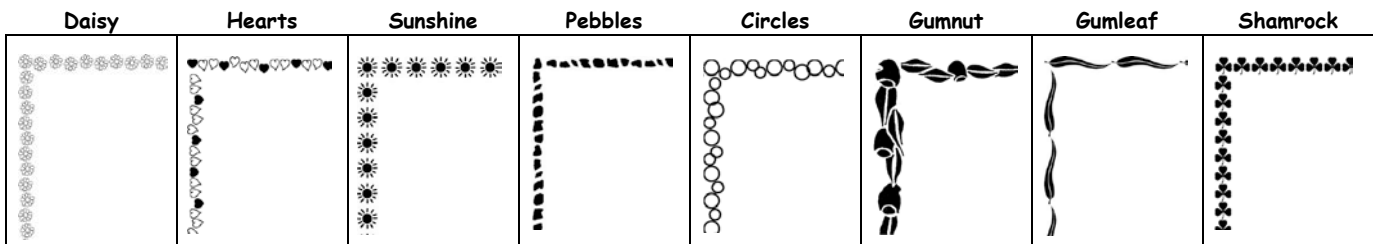
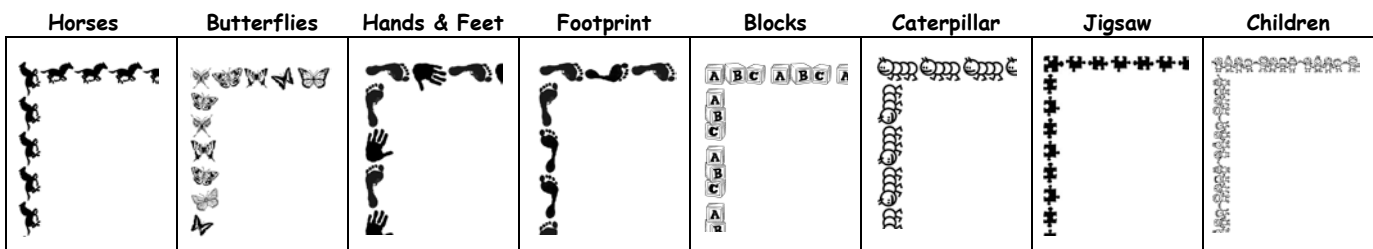
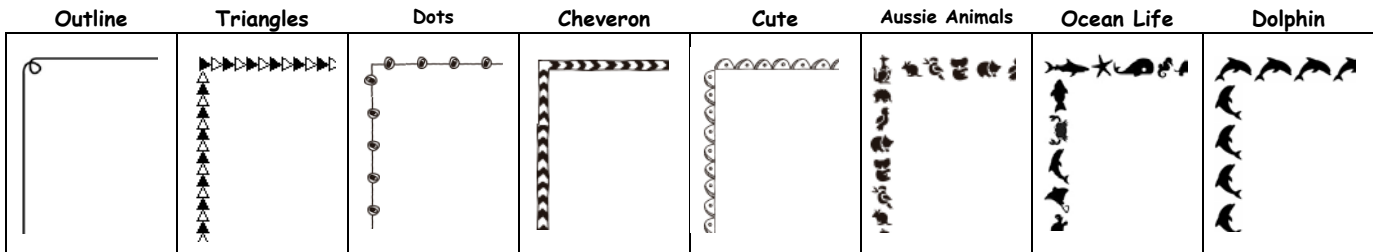
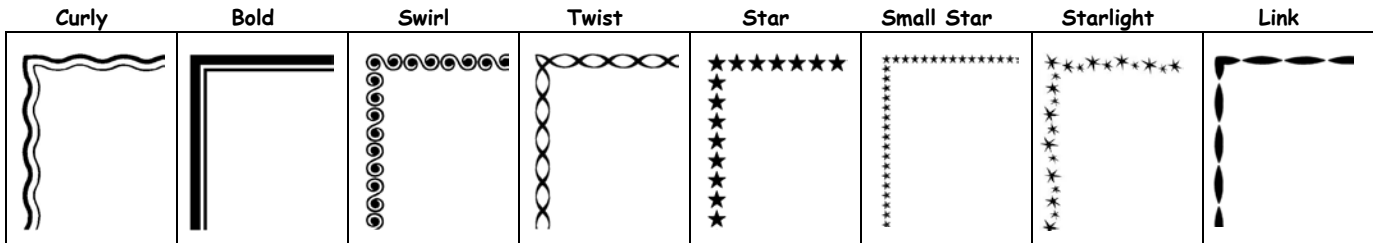


Saturn Class 2016  
woollahra preschool

## OTHER DESIGN IDEAS

Give us a call if you have another design idea in mind. We can help you bring your creative inspiration to life. Use your logo, group artwork or photos to make a colourful statement.

You may also like to try a themed design where all the kids draw on one subject - animals, bugs, buildings... we have seen a lot of unique concepts that look fantastic. Get creative!



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. For full colour designs we can colourise any of our borders to suit your design. Let's get creative!

## RETURN CHECKLIST

**NOTE**

On receipt of your artwork Expressions will scan and clean up drawings and prints, layout the pictures with your logo and text, then email the final version for checking and approval.

**ARTWORK APPROVAL**

On receipt of your emailed design, please check the artwork carefully, ensuring everyone is included and names are spelled correctly. Changes or extra pictures can be added at this stage and a new version will be emailed. Once you have checked and approved your final artwork by reply email, no further changes can be made. No responsibility for any error noticed after approval will be taken by Expressions, this includes missing pictures, spelling mistakes etc.

**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, dependent on location. Delivery is via courier, **you must use a school or business address as a signature is required (9am-5pm)** and exact delivery dates and times cannot be supplied. We will email you on despatch with a consignment number which is trackable online.

**PAYMENT**

Please do not enclose any money with your returned kit. We will invoice you by email, once your tea towels have been dispatched.

**TERMS**

If you have decided not to go ahead with the project, no problem, please just let us know and return the kit in full (including the unused pre-paid post satchel) to:  
Expressions Australia, 133 Bussell Highway,  
Margaret River WA 6285.

If the kit is not returned we will charge your organisation a kit fee of \$30.

**Drawings/Prints** 

**Random Design** - shuffled in envelope or bag.  
**Class Groups Design** - Bundled into groups or classes with elastic bands, in envelopes or separate bags. Teachers' pictures are to be placed at the front of class.

**Order Details** 

Return the order details form with your pictures so we know your design preferences. Please complete both sides of the form.

**Order quantity can be supplied later.**

Delivery is by courier and requires a signature,  
**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.

**Logo** 

We need a clear version of your logo for scanning. Alternatively has your logo been emailed to info@expressions.com.au?

**Unused Drawing Cards** 

\*The more you return the more we recycle\*

Return your order form and artwork to:

Expressions Australia P/L  
133 Bussell Hwy  
Margaret River WA 6285

Call 1300 855 509  
www.expressions.com.au

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

Name	Class	Number Ordered	Amount Due	Paid	Comments

<b>TOTAL</b>
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	<b>\$_____</b>
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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.