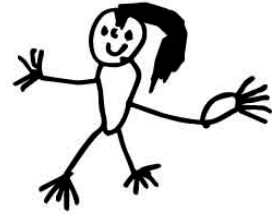
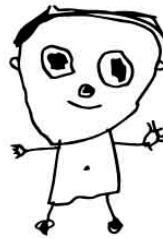


# Coordinator's Guide Custom Design



## 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 organised and start promoting

- Decide on details of your fundraiser: which product, how many designs, campaign dates, fundraising margin and what you are fundraising for.
- Place a notice in your newsletter and start spreading the word.
- Display the sample in a common area to give everyone a chance to see the size and quality.
- Put up posters with the details of your fundraiser.
- Prepare the Parent Order Letter for distribution. You may want to wait for your design proof so it can be included in your promotions. (Letter and Flyer templates can be downloaded from our website).

### 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 can be used as part of your promotions. **Final order numbers are not needed until you give us final approval on your design.**
- Each person draws a picture or handprint and writes their name using the pens provided (see Pen Guide). Ensure everyone is included by comparing the drawings to class lists and don't forget the staff, they are an important part of your 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 group or class.**

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

- Complete your order details form, indicating delivery details, your border choice, print colour and text layout. **Order numbers are not needed at this stage. Order numbers can be given when approving your design.**
- If you have more than one design to return please complete **one order form for each unique design** and number as follows: 1 of 3, 2 of 3, 3 of 3. Photocopy extra order details forms as required.
- Return the drawings/prints, **ALL pens**, logo and order details form by post, using the pre-paid Australia Post satchel supplied to: Expressions Australia, 8/43b Townview Terrace, Margaret River, WA, 6285. **OR** scan your drawings 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.
- Logos** can also be uploaded. We need a clear **one colour version with no shading** - black & white is best.

### 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 your product will be screen 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 \$30 for replacement of the Coordinator's Kit.

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

- Your product will arrive with parent order bags to help with easy packing and distribution. We recommend using 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, EFT. Credit card.

## 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.

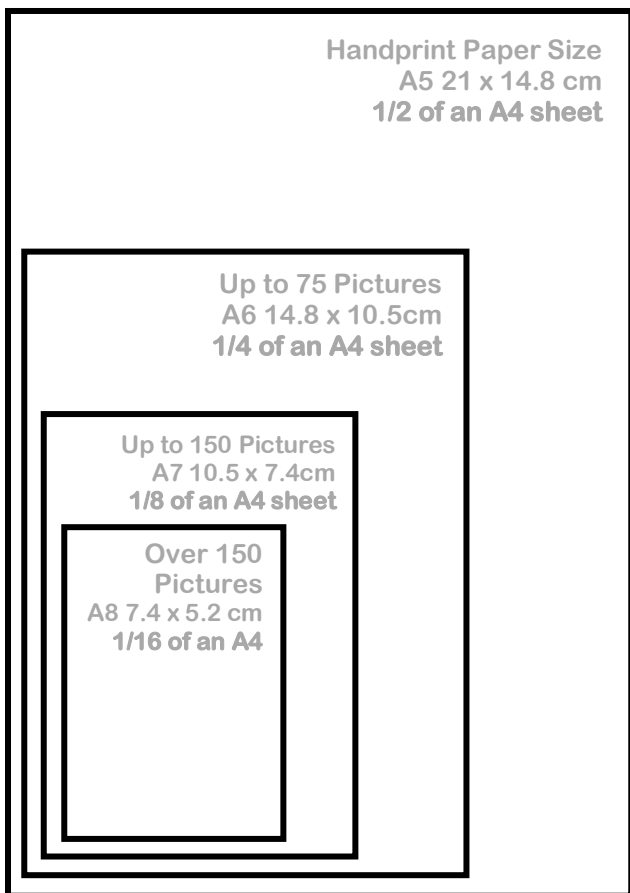
### VERY IMPORTANT

BLACK ONLY

The following pens are preferred for drawing artwork, this will ensure pictures are clearer and names more legible.

Please **NO** pencil or colour.

1. Sharpie Finepoint
2. Artline 0.6
3. Pentel Sign Pen
4. Child's **BLACK** Texta



## 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 details 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 of the group or class.



## OTHER DESIGN IDEAS

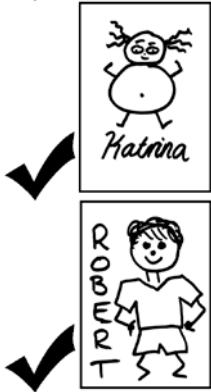
Give us a call if you have another design idea in mind. We can help you bring your creative inspiration to life.

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

To get started organise a drawing session with your group. 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.

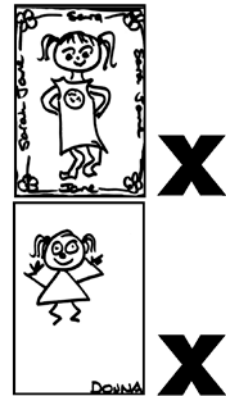
## UP TO 150 DRAWINGS

### DO



- Draw Full Body portraits in the center of the card.
- Use simple solid lines.
- Print names clearly, close to the picture but NOT overlapping. If you can't see white space in letters like a,b,e they will 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 drawing.
- Use the provided pens or thick black felt pens such as Sharpies, Pentel Sign Pens or slim Textas. DO NOT use colour, pens or pencil.
- Use first names only. If there is more than one person in your group with the same name, use the initial of their surname e.g. Charlotte G.

### DO NOT



## OVER 150 DRAWINGS FACE ONLY



- DRAW FACE ONLY** in the center of the card (neck and shoulders are okay).
- Use simple solid lines. Avoid elaborate details or fancy borders.
- Print name clearly in **LARGE LETTERING** close to the drawing but NOT overlapping.
- Use the provided pens or thick black felt pens such as Sharpies, Pentel Sign Pens or slim Textas. DO NOT use colour, pens or pencil.
- Use first names only. If there is more than one person in your group with the same name, use the initial of their surname e.g. Charlotte G.

## HAND & FOOTPRINTS INSTRUCTIONS

- 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.
- Use water-based black paint or ink on white paper.
- We suggest you do more than one print per child and select the best one.
- Names should be written clearly next to the print in **LARGE LETTERING**.

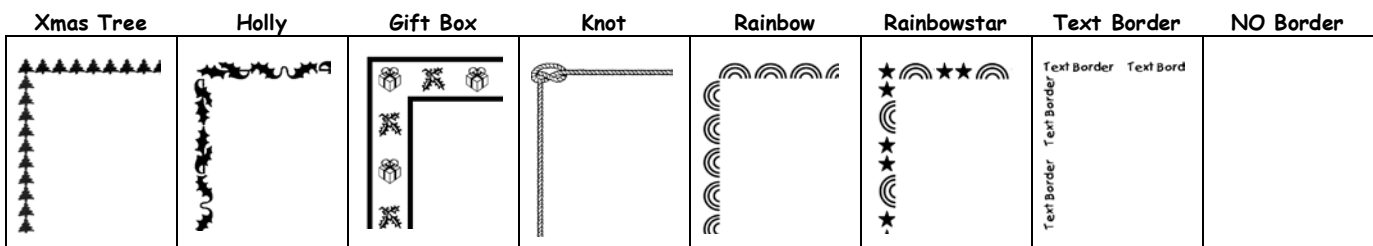
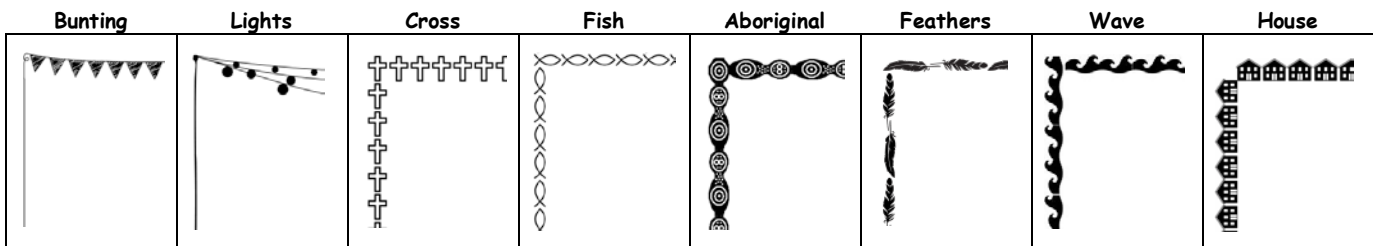
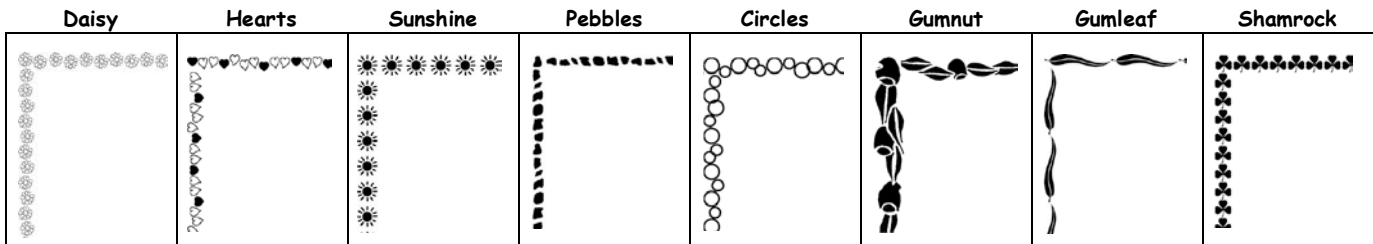
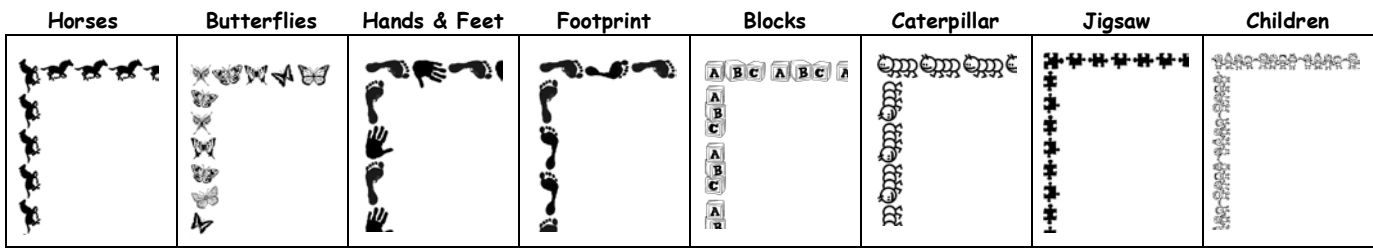
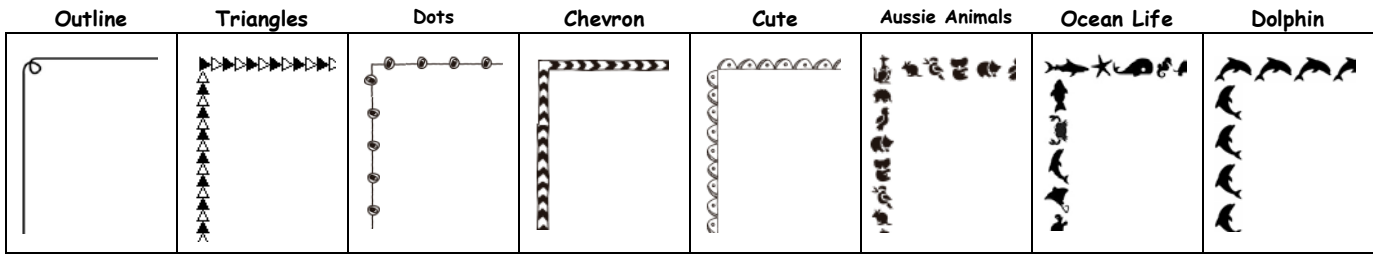
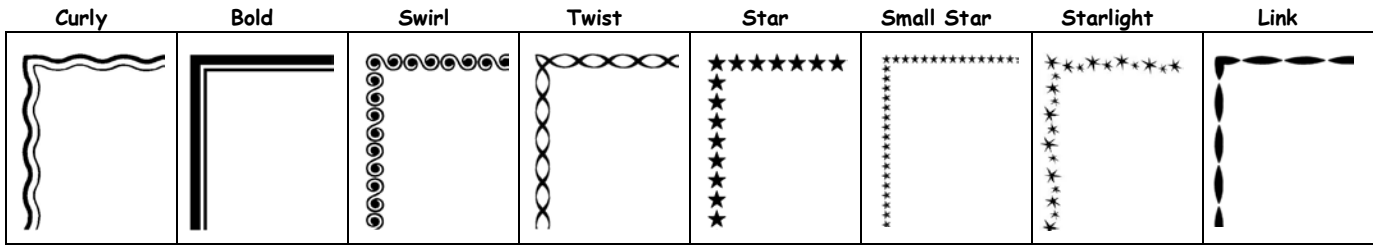


## CHECKING DRAWINGS

- 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. If any correction needs to be made put a cross through and re-do on the opposite side. If the pictures and names are not clear 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.



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.

## Tools for a successful fundraiser

We provide **Parent Order Letter Templates** to help you get the message out to your parents. Parent 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.

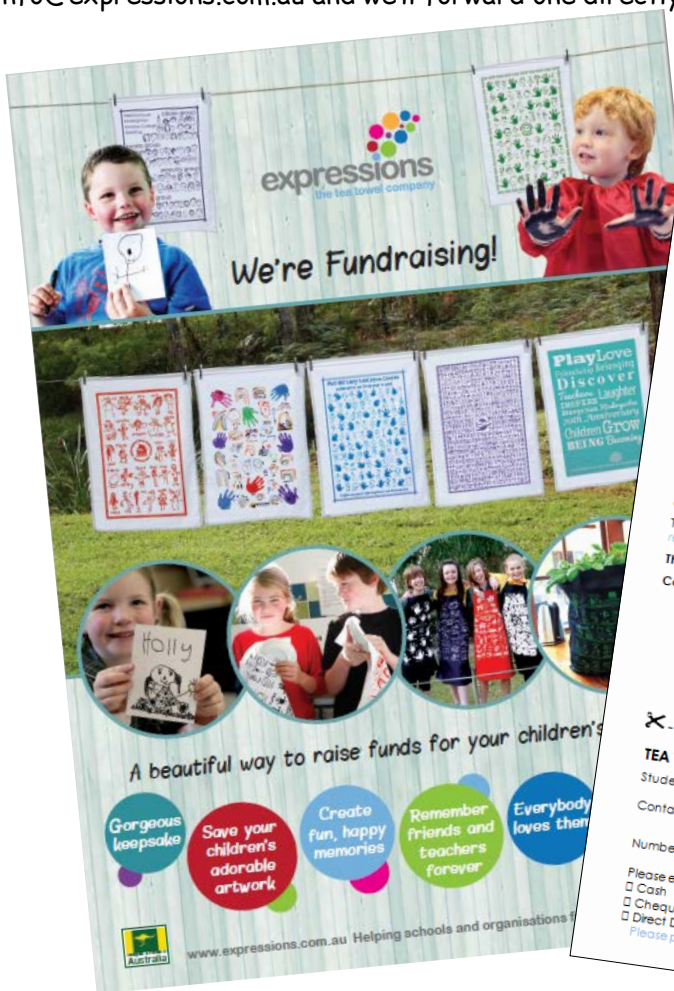
Italics indicate the sections of the letter within the template to be completed by you. When you have made your adjustments, highlight the text and switch it all to black.

Once your letter is ready to go, it can be printed on the reverse side of the Parent Flyer (a printable version is available for download from our website).

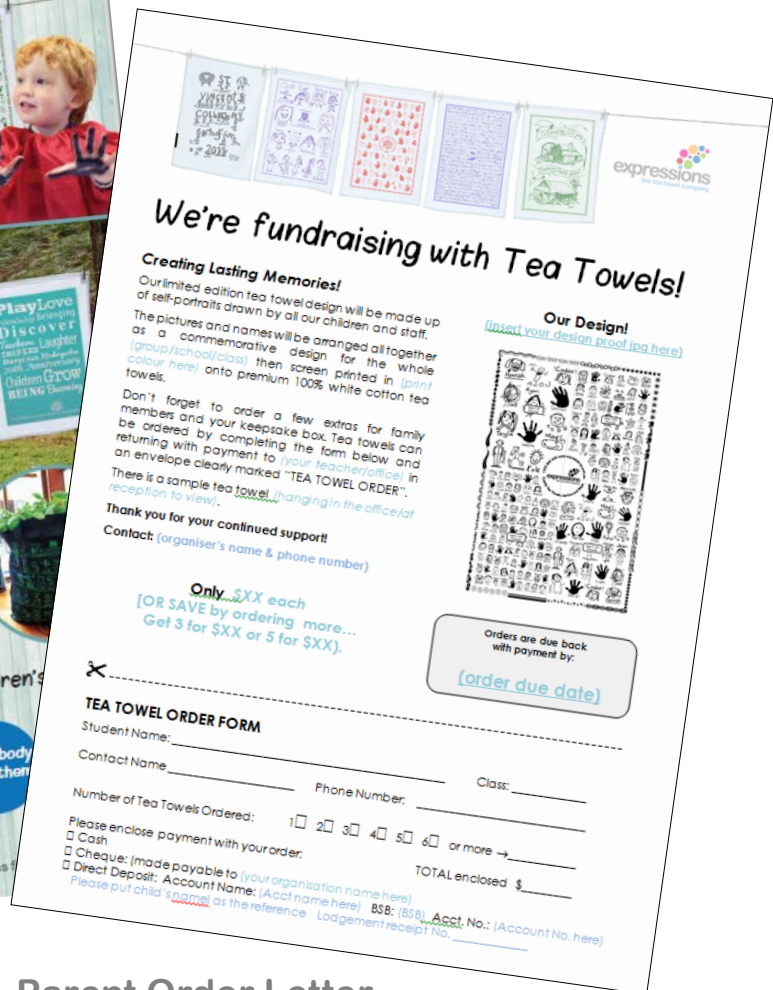
Using these tools you'll be impressed with the number of orders. Many families will buy several as gifts and keepsakes so be sure to offer an incentive discount for buying more than one.

\*\*\* Parent Order Letter Templates and Parent Flyers available for download from <http://www.expressions.com.au/downloads/>

If you prefer to have the flyer and 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

## 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 go over 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, **please provide 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 traceable 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, 8/43b Townview Terrace, Margaret River WA 6285. If the kit is not returned we will charge your organisation a kit fee of \$30 plus \$2.50 for each unreturned pen.

**Drawings/Prints** 

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

**Order Details Form** 

We need the form returned with your pictures so we know your design preferences. **Order numbers can be supplied at the time of approval.**  
Delivery is by courier and requires a signature, **PLEASE PROVIDE A SCHOOL OR BUSINESS ADDRESS.**

**Multiple Designs** 

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

**Logo** 

We need a clear one colour version of your logo with **no shading**. Black on white is best. Alternatively has your logo been emailed to [info@expressions.com.au](mailto:info@expressions.com.au)?

**Pens** 

All pens must be returned or you will be charged \$2.50 per unreturned pen, this is the replacement cost only.

**Unused Drawing Cards** 

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

Return your order details form and artwork to:

Expressions Australia P/L  
8/43b Townview Terrace  
Margaret River WA 6285

Call 1300 855 509  
[www.expressions.com.au](http://www.expressions.com.au)

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

Name	Class	Number Ordered	Amount Due	Paid	Comments

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

