



Coordinator's Guide

Individual Artwork Tea Towels

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 the details of your fundraiser, 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 parent order letters.
- Use the Tally Sheet to keep a track of people who are ordering, how many they want and if they have paid.

2) Get the kids drawing

- Collect all the orders from the parents on how many they would like to order per design.
- Every child that is placing an order, does an artwork. Use strong bold markers or texta pens, paints and even photos on an A4 or A3 sheet of paper.
IMPORTANT → follow the ARTWORK INSTRUCTIONS!!
- Ensure that each child has put their name, class and how many they would like to order at the bottom. Use the A4 template provided in this guide or create your own using plain A3 or A4 paper.

3) Return your pictures and order details form

- Complete your order details form and include with the drawings.
- Scan your drawings in Full Colour at 300 dpi and upload to our website.
www.expressions.com.au/artwork-upload
Please label the files well so they are easy to identify. Eg. BathurstPS_Jed.jpg, BathurstPS_Ella.jpg
Or
- Send the drawings flat and order form by post to: Expressions Australia, 8/43B Townview Terrace, Margaret River WA, 6285.

4) We'll take care of it from here

- We'll resize each drawing to use the maximum print area on the tea towel.
- We'll print and despatch your order to your school/childcare within 2 weeks of us receiving your artwork and final order numbers.

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, EFT or credit card payment via <https://www.expressions.com.au/pay-online>

Artwork Instructions

Use the A4 template provided in this guide or a plain A4 or A3 sheet. If you are using a plain sheet please ensure you include the name of the child, their class and how many they are ordering. Also include these details on your tally sheet.

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, collage ... the possibilities are endless. You can even use high quality photographs!

Don't forget to have the child sign their name in the drawing. They may even want to include the year.

We don't suggest the use of glitter or metallic pens/paints as the shimmer won't reproduce well. Also, highlighters are not recommended.



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 and what the end result will be. This really helps to get everyone enthusiastic about the project.

Tips for handprints & footprints as part of the artwork

- 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



Tools for a successful fundraiser

We provide **Parent Order Letter Templates** to help you get the message out to your parents. They are **AVAILABLE FOR DOWNLOAD AS A WORD DOCUMENT FROM OUR WEBSITE.**

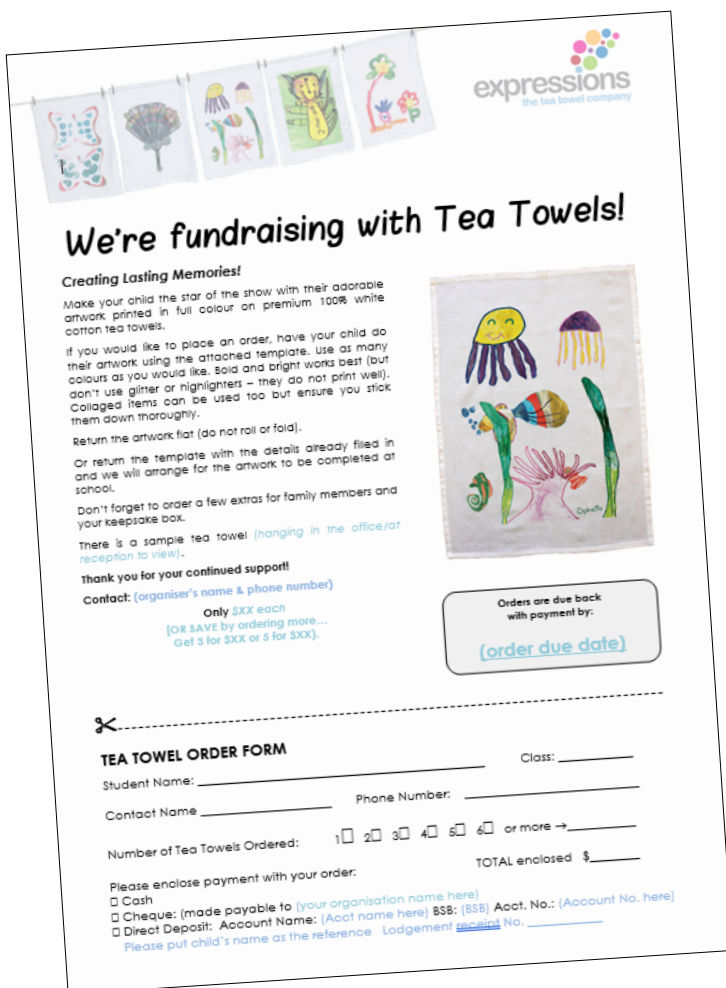
Select the **INDIVIDUAL ARTWORK** letter and then change the text. The letter is simply a guide, so please adjust them as needed.

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.

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** 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 and we'll forward one directly to you.



expressions
the tea towel company

We're fundraising with Tea Towels!

Creating Lasting Memories!
 Make your child the star of the show with their adorable artwork printed in full colour on premium 100% white cotton tea towels.

If you would like to place an order, have your child do their artwork using the attached template. Use as many colours as you would like. Bold and bright works best (but don't use glitter or highlighters – they do not print well). Collaged items can be used too but ensure you stick them down thoroughly.

Return the artwork flat (do not roll or fold).

Or return the template with the details already filled in and we will arrange for the artwork to be completed at school.

Don't forget to order a few extras for family members and your keepsake box.

There is a sample tea towel (hanging in the office/at reception to view).

Thank you for your continued support!
 contact: (organiser's name & phone number)
 Only \$XX each
 [OR SAVE by ordering more...
 Get 3 for \$XX or 5 for \$XX].

Orders are due back with payment by:
 (order due date)

✂-----

TEA TOWEL ORDER FORM

Student Name: _____ Class: _____

Contact Name: _____ Phone Number: _____

Number of Tea Towels Ordered: 1 2 3 4 5 6 or more → _____

TOTAL enclosed \$ _____

Please enclose payment with your order.

Cash

Cheque: (made payable to (your organisation name here)

Direct Deposit: Account Name: (Acct name here) BSB: (BSB) Acct. No.: (Account No. here)

Please put child's name as the reference Lodgement account No. _____

Downloadable
Parent Order Letter Template

Please NOTE

On receipt of your artwork Expressions will resize the artworks to ensure they cover the maximum print area on the tea towel.

DELIVERY

Please allow at least 2 weeks from the date Expressions receives your artwork to receive your tea towels.

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

PAYMENT

We will invoice you by email once your tea towels have been dispatched. Payment options are specified on the invoice.

RETURN CHECKLIST**Drawings**

Scan and upload all drawings and order info to www.expressions.com.au/artwork-upload/
Or

Flat Pack drawings and post including order info to:
Expressions Australia, 8/43B Townview Terrace,
Margaret River WA 6285

Tally Sheet

Upload or send the order tally sheet specifying how many of each artwork you'd like printed.

Order Details

Upload or send the order details form with your drawings.

Order delivery is by courier and requires a signature,
PROVIDE A SCHOOL OR BUSINESS ADDRESS.

Please contact us if you have any questions:

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

Call 1300 855 509
www.expressions.com.au

Order Tally Sheet

Organisation Name: _____

Contact Name	Child's Name	Class	Tea Towel Qty White or Natural	Amount Due	Paid	Comments

	TOTAL
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		\$ _____
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This Order Tally Sheet acts as an order summary. Photocopy or print extra sheets as needed. Keep a copy of your orders to aid with labelling and distribution when your products arrive.

Please do artwork on reverse side.
The whole sheet can be used.

Contact NAME: _____ Child NAME _____ CLASS: _____

QTY ORDERED: _____ **White or Natural** Tea Towels **(circle one)**

Expressions will scale artwork to fit the maximum print area unless otherwise noted. DO NOT SCALE MY ARTWORK