Coordinator Guide

Online

Direct

2022-2023



www.originalworks.com • 518.584.9278

What's Inside ...

Welcome! You have a key role as "Program Coordinator." Therefore, it is important that you read through this guide early in the process. It will provide you with all the details for a successful program. Please keep it handy!

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Program Overview

	1	☐ Read your Coordinator Guide
Supply Box Arrives	\	☐ Deliver the art paper & Art Instructions to the teachers who will oversee artwork creation (if applicable)
	J	☐ Share the program schedule/deadlines with your teacher(s)
Program	}	☐ Build excitement and advertise your program
Promotion	3	 □ Build excitement and advertise your program □ Announce using your newsletter, social media and website □ Send "Look What's Coming" letter home to families
Send Student List	}	☐ Email your student list to gallerylabels@originalworks.com
Student List	J	☐ Printed labels will be mailed to you for identification of artwork
Create Artwork	1	☐ For best results, use 8.5" x 11" art paper
Artwork	5	☐ Refer to the Art Instructions for recommended media and tips
Label)	☐ Place each student's label on the back of the artwork.
Label Artwork	}	 □ Indicate orientation by putting a "T" on the back at the "TOP" □ Use pencil only when writing on the back of the artwork
Ship	}	☐ Ship on schedule
Ship	3	☐ Complete Shipping Form H☐ Send to Original Works using the provided shipping label
Distribute Order Info	}	☐ Send families ordering instructions letter
		□ Demonto place their andemo Opline
Parents Order	}	☐ Parents place their orders Online ☐ Mail any manual/paper orders if applicable
Your)	
Profit	\	\square Your profit check is mailed to you at the end of your program!

Supply Box

Your supply box has arrived! This box contains everything you are going to need to run a successful program.

Your supply box contains ...

- Art paper
- One (1) pre-paid UPS shipping label (stapled to brightly colored paper)

Please keep this in a safe spot! You'll need it later.

Online Support

24-7 Access to Online Coordinator Care!

Login to the Coordinator Care Center to access additional resources designed to make your program a success!

originalworks.com/customer-care

Login
Password:
CCC2223

Program Promotion

While students are busy creating their masterpieces, you'll want to promote the program to your families and build excitement. Remember, the more you promote, the more your profits will grow!

☐ LOOK WHAT'S COMING LETTER!

Send copies of the "Look What's Coming" letter home. It can be found in the Customer Care Center.

☐ TELL EVERYONE!

Announce the program in your school newsletter, on your school website and/or social media sites. Include in all of your phone/email blasts.

Visit the Coordinator Care Center for graphics and ideas!

eMarketing Tools Available!

For more ideas on promoting your program, creating excitement, and increasing participation, we have created an eMarketing Kit for you.

To access the kit login to the Coordinator Care Center and visit the eMarketing section.

Student Labels

To ensure that we have the proper student data setup for your school's gallery, we create a student label from the information that you provide. Each student artwork requires a label before it can be uploaded to your Online gallery.

File types accepted

- Microsoft Excel
- .txt
- . CSV

Information required

- Student First Name
- Student Last Name
- Teacher
- Grade

Preparing the information to send

- Please include all students/grade in one (1) list
- Each grade/class should follow the next one in order.
- Do not break grades/classes out into individual tabs or sheets.

Student privacy

We understand that student privacy is of utmost importance. Student first names and the first two letters of their last name appear in the Online gallery. This is done to protect the privacy of each student.

Submitting your data

- Email your data to gallerylabels@originalworks.com
- Include your school name in the subject line along with "label file"
 - ie: Caldwell Elementary label file

Receiving your printed labels

- Original Works will create and print your student labels.
- Labels will be sent to the school in your supply box or via USPS Priority mail.

Example of correct data formatting:

First Name	Last Name	Teacher	Grade
Mary Grace	Crumley	Garcia	1
Bryson	Diaz	Garcia	1
Ethan	Dorsey	Matthews	2
Clay	Forster	Matthews	2
Dylan	James	Donnelly	3
Julie	Kneeshaw	Donnelly	3

New or additional students? If you have new students or students starting class **after** the Student Labels have been created and sent to you, but before your artwork is sent for the scan phase, please complete and send a copy of the "**New Student Label Form**"

Questions? Please contact our Customer Service Department for any questions you may have about creating your student list. 518.584.9278 or CS@originalworks.com

Art Instructions

Creating GREAT art is the first step to a successful program.

For best results we recommend . . .

Crayons • Watercolors • Tempera or Acrylic Paints

Paper Collages Photos Markers



Be sure that students press hard for a rich color!



Bright bold colors will look great. Just go easy on the water.



Fill the entire sheet of paper edge-to-edge.



Black is great for outlining. Just remember no fluorescents!



Intense/bold colors reproduce best. Use caution with the amount of paint, as it can crack and crumble.

Art Paper:

- All paper should be 8 ½" x 11". We recommend a paper weight of 60-70#
- Construction paper. While it can enhance an art project, construction paper often does not reproduce true to color. Blues can look purple, blacks can be green, etc.



To avoid disappointment and artwork being returned unprocessed,

Please do NOT use the following...

- Colored & lead pencils- These are too light and do not reproduce well.
- Glitter of any kind including crayons, markers, glue or paint that contains glitter.
- -Fluorescent, neon and metallics. These do not reproduce true to color.
- **-Trademark or copyright** images or logos. This includes brand names, emojis, video game/cartoon characters, stickers, magazines/newspaper prints
- -Abrasives such as salt or sand
- -3D art items including: cotton balls, feathers, yarn, foam or googly eyes
- -Scratch art/scratch board
- -Poor quality **construction paper**. This does not reproduce true to color

Oil Pastels & Chalk:

If you do choose to use them, please do so with caution and they **MUST be sprayed with a fixative** such as Krylon #1311 Matte Fixative.

We capture the full 8.5" x 11" artwork and reproduce it proportionally for each keepsake. Slight cropping occurs during manufacturing. Be sure to keep details and text from the edge of the paper.

All artwork submitted is captured "as is." We cannot be held responsible for remaking custom products if art requirements are not followed.

For more details and examples visit www.originalworks.com/artwork

Helpful Art Tips

TRY THIS!

Rub your hand across the artwork.

- -Does color come off or does it feel sticky or scratchy?
- Is there glitter or chalk?

Yes- we will **not** be able to process them.

TRY THIS!

Hold the artwork across the room. Can it be seen clearly?

- Yes Great! Your art will reproduce well.
- No Darken areas that are too light to be seen. Outline details with marker.



Hand Print Art:

When creating hand-print art, fill the entire sheet with color or add an exciting background.



Paper Collages:

Be sure to securely glue everything. We don't want a roof to fall off a house while it's being shipped here!



Borders:

Add a border for fun & interest. 1" wide is best, and helps your artists to keep details away from the edge.

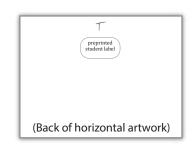
Keep important details (such as names, dates, heads, and bird beaks) **at least 1"** from the edge of the paper or they may be cut off during production of your products.

Avoid "playing on the edge." What exactly does that mean?

- Keep details such as names, dates etc. away from the edge. During reproduction items that are within 1" from the edge could be trimmed. This is especially true on our full bleed products (key chains, tiles, mouse pads...)
- If pencil guide is drawn, be sure that it is completely erased, otherwise it will appear on finished products.

Identify the artwork:

- ^ If signing the FRONT of the artwork, stay AT LEAST 1" from the edge
- ^ Apply the preprinted student label to the BACK of the artwork **after** the artwork has been completed
- ^ Use a 'T' to indicate the TOP -use pencil only.



Scan Phase

Once student artwork has been completed, it is packaged and sent to Original Works for processing. Each artwork is scanned, and uploaded into your school's Online Gallery.

1. Prepare artwork for shipment

- Verify each artwork has the correct student label on the BACK.
- Organize artwork in folders by class and grade.

2. Shipping Form H

- Complete & return with your artwork.
- We recommend placing the artwork in a plastic bag to protect it from the weather while being shipped.

3. Shipment

- Using the prepaid UPS label found in your supply box, send the artwork and Shipping Form H to Original Works.
- Give the package to any UPS driver OR take it to a UPS store or authorized UPS facility.

Stay on Schedule!

It's important to follow the schedule you set up at the beginning of your program.

If artwork arrives AFTER the scheduled date, setup of your gallery and processing of orders could be delayed.

If you find that you need to adjust your schedule, please reach out to your Account Manager as soon as possible.

Ordering

The artwork is then scanned and uploaded into your gallery. **Remember ... please stay on schedule!**

1. Ordering Instructions

- Once your Gallery is active we will email your Ordering Instructions
- Distribute the Instructions to families.

2. Orders

• Families follow the instructions sent home and place their orders online.

3. Shipping

• We process the orders as they are received and ship them directly to families.

4. Track your sales

• Remember to register and login to your Coordinator Panel and track your sales.

Returned Artwork

Any artwork that does not follow our art instructions will be returned and will not appear in the gallery.

Manual/Paper Orders

A Manual Order Form is available for families who are unable to order Online and/or for students who did not submit artwork during the scan phase but still wish to order.

- You will receive a copy of the Manual
- Order Form via email.
- Distribute it to families requiring one.
- Collect the Manual Order Forms (and artwork if the artwork was not submitted during scan phase).
- Complete Shipping Form G and submit everything to Original Works.
- Manual orders can also be mailed individually by families

Your Online Gallery

Ordering is simple, and starts with your Ordering Instructions. Customized with the school code and order deadline date, the ordering instructions provide each family with information for placing their Online order.



Placing your order.



Visit: https://store.originalworks.com/gallerylogin

Enter School Code:

This is case sensitive, please enter as shown (first letter capitalized)



To find your child's artwork, click the **Teacher** search box.

Select your child's teacher from the drop down menu & click Search.

Scroll through the artwork to find your child's masterpiece.



Order by clicking the image of the product you want to order.

Complete the ordering process.

Payments can be made by credit or debit card.



All orders are shipped directly to your home

All products are available in horizontal or vertical orientation.

We reproduce all artwork as submitted. Original Works does not modify artwork.

Your Online Gallery

Access and Ordering

- Families login using the credentials provided on the Ordering Instructions
- Families can take a *virtual tour* of all the artwork submitted by your school.
- Families search for their child's artwork by teacher's name
- Clicking on the artwork allows families to view it on products available for purchase.
- Select the products to order by:
 - Clicking on the product
- Orders are paid for by Credit or Debit Card.
- All orders are shipped directly to the address provided for a nominal shipping & handling fee.







Coordinator Panel Access

As the coordinator of an Online Program, you can take advantage of the Coordinator Panel. The panel provides you access to order information, allowing you to track orders and compute revenue and profit.

Returning Coordinator? Already Registered?

If you have coordinated an Online Program and registered in the past, it is not necessary to register again. Likewise, if you have placed an order in our Retail Store previously and already created an account, you do not need to register again. **However,** you do need to notify us (Step #2) that you are a coordinator, and provide your school name and code so that we can assign you to the account this year.

New to the program this year?

If this is the first year your school is participating in the Online Gallery, or if you are the new program coordinator, you will need to create an account so you can access your panel. Below are the steps:

1. Register

- Go to www.originalworks.com/gallerylogin
- Scroll down the screen to the Coordinator Login. Click "LOGIN"
- Click CREATE AN ACCOUNT
- Complete the registration form.



2. Notify Original Works

- Once you have registered, email info@originalworks.com and let us know you have registered.
- Include your school account code/name when notifying us.
- Original Works will activate your panel and notify you when complete.

Please note that access to your Coordinator Panel may not be available immediately, as it is only available AFTER the artwork has been scanned and uploaded.

3. Access your panel

- Go to: https://store.originalworks.com/gallerylogin
- Scroll down the screen to the Coordinator Login. Click "LOGIN"
- Enter the email and password in the "Registered Customers" section
- This will open your Account Dashboard
- Coordinator Panel is the last option

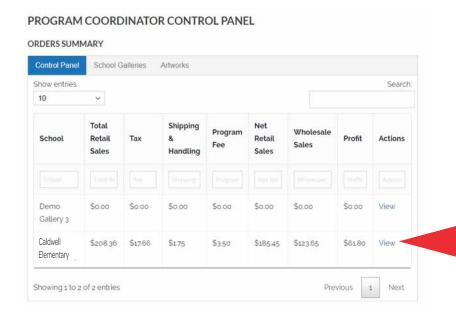
3. Availability of information

When your program has ended, ordering information is no longer accessible. If you need assistance with order questions please contact Customer Service at 518.584.9278 or cs@originalworks.com

My Account

▶ My Account	
▶ My Orders	
▶ Address Book	
Account Information	
▶ Store Credit	
▶ Gift Card	
▶ Reward Points	
▶ Gift Registry	
▶ My Invitations	
▶ My Payment Data	
▶ MY ARTWORK	
► MY APPLICATION	
▶ COORDINATOR PANEL	

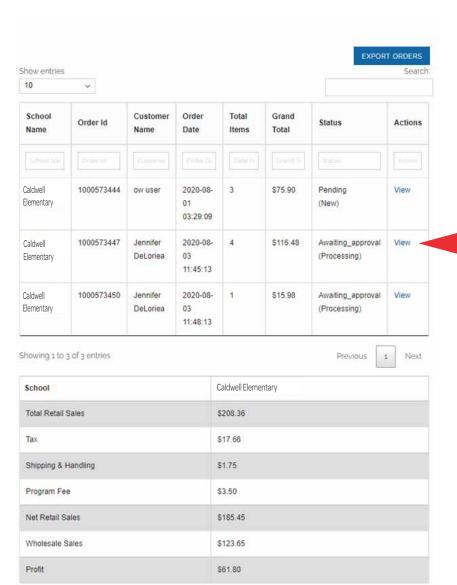
Navigating your Coordinator Panel



Control Panel

This screen will PROVIDE you an overview of your sales and profit.

Click VIEW to see order details.



School Orders

This screen shows you a full list of family orders.

The bottom of the screen gives you a breakdown of the total sales.

Click VIEW to see individual order details.

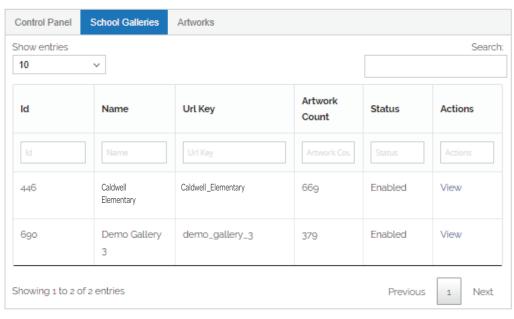
BILLING ADDRESS PAYMENT METHOD Credit Card Type: NA Jennifer DeLoriea 54 Caldwell Road Credit Card Number: xxxxxxx Processed Amount: NA Stillwater, New York, 12170 United States T: 000000000 Show entries Search: 10 ~ Whole Sale Product Name Price Qty Subotal Sku Price Mouse Pad MPAD \$13.00 \$8.75 Ordered: \$13.00 1.0000 Custom Artwork Artwork Key 700001 \$13.00 Subtotal Tax \$1.23 Grand Total \$15.98

Order

Provides details on individual orders.

PROGRAM COORDINATOR CONTROL PANEL

ORDERS SUMMARY

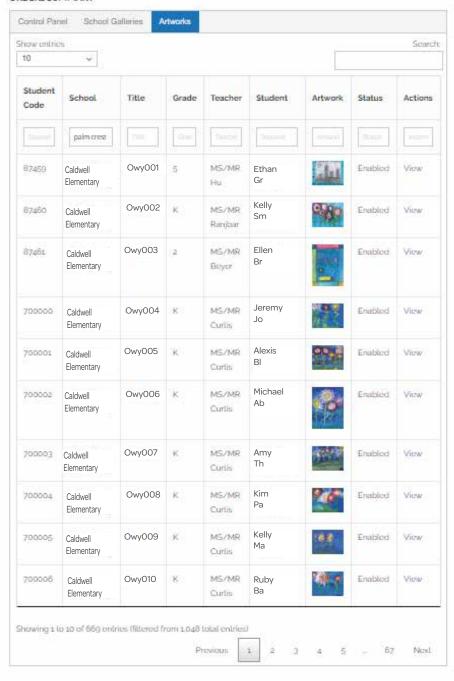


School Galleries

If you are the Coordinator for multiple schools, they will be listed here, and in your Control Panel.

PROGRAM COORDINATOR CONTROL PANEL

ORDERS SUMMARY



Artwork

Click the "Artworks" tab to view all artwork that has been uploaded to your Online gallery.

You will see data such as Student Names (as it appears in the Gallery), Student Code and thumbnails of the artwork.

Additional Orders

Late and additional orders are common, and we encourage you to send them to us for processing. All of the late orders increase your program profits so you should welcome them, too!

Online Orders

(for artwork already in your Gallery)

- If you setup a *Late Order Deadline Date* on your confirmation, we will re-open the gallery immediately after the initial order deadline.
- Families can continue to place new/additional orders directly online if their student's artwork was previously uploaded.

Paper/Manual Orders (for artwork that is not in your Gallery)

- Collect the order forms, and artwork if required. Complete **Shipping Form C** and send to Original Works.
- Families may also send manual orders directly to Original Works for processing.

Encourage late orders!

All of your late/additional orders earn the same profit as your primary order!

Promoting a "Second Chance" is a great way to increase the profits and success of your program!

Delivery dates for late/additional orders are not guaranteed for specific arrival dates.

Product Shipping

- All orders are shipped directly to the address provided by each customer.
- If families would like to ship products to multiple address, individual orders need to be placed for each shipping address

Customer Service

Although we thoroughly inspect all orders before shipping, occasionally a less than perfect order gets through. If it happens with one of your orders, our friendly Customer Service team is standing by to assist.

What should we do?

If an order/product meets one or more of the following criteria, families should contact Original Works customer service team:

- Material defect: hole in towel, chipped tile or mug, etc.
- Incorrect product: ordered a sketchbook and received note cards.
- Improper reproduction: artwork is reproduced upside down on product.
- Missing product: you were invoiced for a product but it was not received.

Issue resolution

- Families contact Customer Service directly. cs@originalworks.com or 800.421.0020 ext 0
- Our team will work to resolve any problems and if required ship new products directly to families.

When in doubt

Customer Service

518.584.9278 · cs@originalworks.com

Monday - Friday, 8:00 am - 4:00 pm EST

Did you know?

Artwork Produced "As Is"

All artwork is reproduced "As Is." The entire 8.5" x 11" piece of artwork is captured for your keepsakes. We do not modify, crop, or alter the artist's creation in any way.

Please don't ask us to erase pencil marks or artist guide lines. It is best that you do this before you send the artworks to us. As they will reproduce on the final products.

Use bold and vibrant colors. Your subject matter should fill the entire sheet of paper.

Original Works will not be responsible for redoing products produced from artwork that did not comply with our stated art instructions.

Image retention

Original Works keeps images on file for a fixed period of time:

- Fall programs images are retained until March 1st
- Spring programs images are retained until September 1st

Question & Answer

Still have a question about this program after reading through the guide? Well you are in luck! We've put together the most commonly asked questions and answered them here. If you still have a question, contact our awesome Customer Service Team!

How do I set up the Coordinator Control Panel?

Please refer to the instructions in this guide. It is important to note that once you have set up your account in the store you must notify us via e-mail at cs@originalworks.com that you have registered. We will then set-up your administrative rights and e-mail you to confirm that you now have full access to the Control Panel. If you have run the Online/Gallery program in the past and registered previously, it is not necessary to register again. However you do need to notify cs@originalworks.com to regain access.

What information is on the Coordinator Control Panel?

The Control Panel provides the coordinator with the opportunity to track in real time, the orders that are submitted through the Online gallery. Overall data includes Total Retail Sales, Wholesale Value of the products purchased and Overall Profit earned to date.

A **View** function then provides the ability to drill down to the order detail data. This includes the customer name, order number and total value for each order.

What if a student has more than one artwork they would like to submit?

Due to space constraints, we only allow one artwork in the gallery per student. If a student has more than one artwork that they would like to order from, they should select the artwork they would like posted in the gallery and place their Online order using that artwork. The second artwork could then be submitted to us separately as a manual order. Use a copy of the Manual Order Form that was e-mailed to you at the beginning of the program.

Please note that when submitting a second artwork as part of a Manual Order, do not use the Student Access Code that was assigned to the first artwork. We will assign a new code to the artwork when it is received.

What if a student misses the deadline for uploading artwork to the gallery?

If a student misses the deadline for uploading their artwork to the gallery, their image will not appear in the gallery. However, they may still participate in the program by submitting their artwork with a manual order during the order phase of the program.

What if I need to submit additional labels for students who arrive after the program has started?

If you are ready to submit your artwork and find you require additional labels, please complete the Additional Label Form found in this guide. Then place the new artwork in a separate file folder marked "Needs Labels" and send it with the rest of the labeled artwork. We will generate the labels and affix them to the artwork prior to processing.

What happens if artwork is changed after it is uploaded to the gallery?

All orders placed Online will use the artwork images found in the gallery. If a student has changed their artwork (i.e., added a name, date or some other change to the artwork) after the gallery setup was completed, we can not go back and re-upload the changed artwork to the gallery. In this circumstance, the student should submit their changed artwork with a manual order form.

Please note that when resubmitting artwork as part of a Manual Order, do not use the Student Access Code that was assigned to the first artwork. We will assign a new code to the artwork when it is received.

Look What's Coming!

MUGS

MAGNETS

TOTES

TILES

ORNAMENTS

AND MORE!

A CREATIVE OPPORTUNITY

to support your child and our school through the Original Works Program.



CAPTURE A MEMORY!

By ordering custom keepsakes featuring your child's very own masterpiece.



ONLINE ORDERING makes the process simple and convenient.



LEARN MORE! about this exciting program by visiting:

originalworks.com/parents

Be on the lookout for ordering information coming home soon!

¡Mira lo que viene!

Tazas ☆ Imanes ☆ Bolsas de asas ☆ Adornos ☆ y más

UNA OPORTUNIDAD CREATIVA

para apoyar a su hijo y a nuesta escuela a través del programa de Original Works.



ORDENAR EN LINEA hace que el proceso sea simple y conveniente



CAPTURA UN RECUERDO

Al pedir recuerdos personalizados con la obra maestra de su hijo.



APRENDE MÁS sobre este emocionante programa visitando:

originalworks.com/parents

iEsté atento a más información que llegará pronto a casa!

Form: New Student Labels

Online Ordering Programs

If you have new students starting class after the Student Labels have been created and sent to you but before your artwork is sent for the scan phase, please complete this form.

- Please write student first & last name, grade, and teacher on the back of the artwork in pencil so that we can correctly match up the artwork when it is received.
- Please place these artworks in a separate folder marked "needs label" so that we can easily identify them when artwork arrives. We will generate label(s) and then affix them to the artwork when it arrives.

Email to: gallerylabels@originalworks.com

		_	
School/Organ	nizination		School Code
Grade	Student First Name	Student Last Name	Teacher

INTERNAL USE ONLY:
CODE:
RECV'D BY:
DATE:

School/Organization:



School Account Code:

School/Organization Information:

Address:		
City:	State	Zip:
Contact		Phone #:
Weekdays you will be closed:		
Artwork Details:		
Number of artworks sent:	Number of cla	isses:

Please ensure that Student Labels are affixed to the <u>back</u> of each artwork.

* Original Works <u>cannot accept</u> any late artwork for the artwork scan/upload phase of the program. If a student misses this phase of the program, they may submit a Manual Order during the Order Phase of the program, however their artwork will NOT appear in the Online Gallery

Ship Artwork to:

ORIGINAL WORKS

54 Caldwell Road • Stillwater, NY 12170

518.584.9278

INTERNAL USE ONLY:
CODE:
RECV'D BY:
DATE:

	Shi	ppi	ing	Form	G
nline	Gallery	v Pros	ram I	Manual Or	ders

School/Organization Information:

School/Organization:		School Account Code:
Address:		
City:	State:	Zip:
Contact:		Phone #:
Weekdays you will be closed:		# Artworks sent:

Instructions:

- If artwork HAS already been uploaded to the school gallery, it is **not** necessary to resubmit the artwork. However, please verify that the ID# from the Student Label has been included on the manual order form.
- If a student is submitting a <u>second artwork</u> as part of a manual order (i.e., they previously submitted another artwork that is already in the gallery), <u>do not</u> include the Student Access Code that was assigned to the first artwork. We will assign a new Student Access Code to the artwork when it is received.
- If artwork HAS NOT been uploaded to the school gallery in the initial phase, then it must be submitted with the order.
- Please verify each order for accuracy before submitting. All orders are final.
- All manual orders must be paid for using a credit card (Visa, MasterCard, American Express or Discover) cash/check will not be accepted.

Ship to:

ORIGINAL WORKS 54 Caldwell Road • Stillwater, NY 12170

518.584.9278

INTERNAL USE ONLY:
CODE:
RECV'D BY:
DATE:

Shi	ppi	ng	Form	C
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Online Gallery Program | Additional Orders

School/Organization Information:

School/Organization:		School Account Code:
Address:		
City:	State:	Zip:
Contact:		Phone #:
Weekdays you will be closed:		# Artworks sent:

Instructions:

If artwork <u>WAS</u> submitted and uploaded into the school gallery during the initial phase, and you are submitting a new or additional manual order for that artwork, then:

- Please submit a completed manual order with this form (one order form for each artwork.) It is not necessary to submit the artwork, however please verify that the student ID# has been included on each manual order form. This is required in order to retrieve the correct artwork for production of the new order.
- Verify each order for accuracy before submitting. All orders are final.
- All orders must be paid using a credit card (Visa, MasterCard, American Express or Discover) check/cash will not be accepted.

If artwork <u>WAS NOT</u> submitted and uploaded into the school gallery during the initial phase, and you are submitting a new or additional manual order for the first time, then:

- Please include a completed manual order form (one order form for each artwork), along with the actual artwork.
- Verify each order for accuracy before submitting. All orders are final.
- All orders must be paid using a credit card (Visa, MasterCard, American Express or Discover) cash/check will not be accepted.

Send to: ORIGINAL WORKS

54 Caldwell Road • Stillwater, NY 12170 • 518.584.9278

lawfi@originalworks.com