

# Coordinator Guide

## Preview Magnet Program

2022-2023



[www.originalworks.com](http://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-Checklist

## Program Start

### Supply Box Arrives

- Read the Coordinator Guide
- Deliver the art paper & Art instructions to the teachers who will oversee artwork creation
- Share the program schedule/deadlines with your teacher(s)

### Program Promotion

- Build excitement and advertise your program
- Announce using your newsletter, social media and website
- Send "Look What's Coming" letter home to families

### Create Artwork

- For best results, use the 8.5" x 11" art paper provided
- Refer to the Art Instructions for recommended media and tips

## Magnet Phase

### Label Artwork

- Use **pencil** only when writing on the **back** of the artwork
- Write student name, teacher, and grade
- Indicate orientation by putting a "T" on the back at the "TOP"

### Send Artwork

- Ship on schedule
- Complete Shipping Form A
- Use prepaid UPS label

### Send Home

- Be sure to stay on schedule
- Send home family packets containing the order form and preview magnet, and information on how to order

## Order Phase

### Collect Orders

- Order form and payment is returned to school
- Unpurchased magnets are returned to school

### Prepare Orders

- Tape the order form to the back of the artwork.
- Organize by class and grade

### Ship

- Ship on schedule
- Complete Shipping Form B
- Use prepaid UPS label

# 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
- Two (2) 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](http://originalworks.com/customer-care)

Login

Password:

CCC2223

(Use capital C's)

# 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!

## PROMOTE YOUR PROGRAM!

### **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.

## 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.

### **OPT OUT Option**

The "Look What's Coming Letter" allows parents to "Opt Out" from the program.

This can help to avoid any negativity from families feeling pressured to purchase the magnet.

We strongly suggest that you take this step to ensure a positive experience for all.

# 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](http://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?

IF

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.

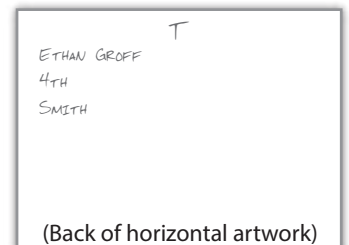
Keep important details (such as names, dates, heads, and bird beaks) **at least 1"** from the edge of the paper or they may be cut off during production of your products.

### 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
- Applying labels? Apply the label to the BACK of the artwork **after** the artwork has been completed
- Include artist's name, teacher and grade on the back of the artwork AND a 'T' to indicate the TOP -use pencil only.



# Magnet Phase

Once student artwork has been completed, it is sent to Original Works where each artwork is reproduced on a preview magnet that will be sent home with the option for families to purchase it. **Remember ... please stay on schedule!**

## 1. Prepare artwork for shipment.

- Organize the artwork in folders by class & grade (your family packets will be packed & returned the same way, for easy distribution). *We suggest that you place the art/folders in a plastic bag to prevent any weather damage while in transit.*

## 2. Shipping Form A.

- Complete & return with your artwork.

## 3. Shipment.

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

**If a student missed the opportunity to submit artwork during the Magnet Phase, they may submit an order and artwork during the order phase. However, they will not receive a preview magnet.**

- Please HOLD the artwork until you send your orders in.
- We will send 10 pre-stuffed packets when you get your Preview Magnet Packets. You'll add the Artwork to the packet and send it home with that student. Families can order whatever they'd like, including a Magnet, and send the **ARTWORK** and Order Form back to School with their payment. If you need additional packets, please let us know.

# Orders

## 1. Family Packets

- Each packet includes the student's preview magnet, order form, product flyer, and "Dear Family/Pricing Letter."
- Packets are marked with student first name and first letter of their last name.
- Send family packets home.

**Original Artwork arrives packaged separately and remains at the school when family packets are sent home.**

## 2. Collect orders.

- Families will return order form, payment and unpurchased magnets.
- Record the number of preview magnets sold on Shipping Form B

## 3. Prepare orders for shipment.

*If families are ordering more than the preview magnet:*

- Make copies of the completed order forms if you would like, for your records.
- Match the artwork to the order forms.
- Tape the order form to the back of the corresponding artwork.
- Organize the artwork in folders by class & grade (your finished products will be packed and returned to you the same way, making for easy distribution).

## 4. Shipment.

- Complete & return Shipping Form B.
- Using the prepaid label found in your supply box, send the artwork, orders & Shipping Form B to Original Works.

## Preview Magnet Purchase

Families wishing to purchase the Preview Magnet, simply check the box on line #1 of the Order Form and return the form with payment and keep the magnet.

If the magnet is not being purchased, it should be returned to the school.

Unpurchased magnets should NOT be sent back to Original Works. You will not be charged for these magnets, but we do need to know the number purchased by your families. You'll want to track that total.

# Additional Orders

Late and additional orders are common and we encourage you to send them to us for processing. These orders provide a great way to increase your program profits!

## 1. Collect Orders

- Late orders include both new orders and re-orders from families who ordered previously.
- If a family has ordered previously, artwork does not need to be re-sent, however, they must provide the order form number & description of the artwork from their original order so we can retrieve the artwork on file.
- Should you require an additional order form, a blank one is provided at the back of this guide. **OW will assign an order # when it arrives.**

## 2. Shipping Form C

- Complete and send with your orders.

Your first set of late/additional orders is shipped back to the school for free. Subsequent sets of orders are subject to a nominal \$10 shipping fee.

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

### Encourage late orders!

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

Your first set of late/additional orders are shipped back to the school for free!

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

# Product Distribution

This is the most exciting time - the keepsakes have arrived and it's time to distribute!

## Orders arrive

- Orders are shipped and will arrive at your school based on the scheduled delivery date on your program confirmation.
- Orders will be organized in the same manner that the artwork/orders were shipped to Original Works.

## Coordinator's envelope

- A white coordinator's envelope is included in Box # 1 of your shipment. This envelope contains your "Order Recap Report" and any artwork that could not be processed.

## Student packages

- Each package contains the child's original artwork/order form, products ordered and care instructions.  
*Ceramic mugs & large matted prints will be labeled & packaged separately in the shipping boxes.*

### Recruit some help ...

We recommend you recruit some volunteers to help with the distribution process.

Unpacking the keepsakes is FUN for everyone! Parents will love seeing the products made with the amazing artwork!

Offer volunteers the opportunity to purchase products at the wholesale price as a "Thank you."



# Customer Service

Although we thoroughly inspect all orders before shipping, occasionally a less than perfect order gets through. We call this a "Fix It". If it happens, our Customer Service team is standing by to assist.

## Oops ... we have a "Fix It"

If your order/product meets one or more of the following criteria, then a Form F (Fix It Form) should be submitted to Original Works:

- 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.

## Shipping Form F

Please complete all information and return to Original Works. We'll process your Fix It ASAP. If you are not sending in artwork, you can email the form to [lawfi@originalworks.com](mailto:lawfi@originalworks.com)

## 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.

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

If a Fix-It is submitted after one of these retention deadlines, please submit the original artwork.

## Does the artwork need to be sent back to Original Works with Shipping Form F?

YES... send the artwork back if your product has:

- Color quality issue
- Image blurriness
- Incorrect image

NO ... do not send the artwork back if:

- Item is missing
- Item is damaged
- Incorrect item was made

## When in doubt

Customer Service Team

**518.584.9278 • [cs@originalworks.com](mailto:cs@originalworks.com)**

Monday - Friday

8:00 am - 4:30 pm EST

## Payment

Payment is due upon receipt of invoice. Your invoice will be emailed to the billing contact listed on your confirmation. **Payments Accepted:**

- Checks made payable to Original Works.
- eCheck payments are accepted from schools running programs. We do not accept eCheck payments from parents.
- Credit card payments can be made by calling the Finance dept. at 518-584-9278, ext 321 or 305.

Questions about your invoice or payment can be sent to: [finance@originalworks.com](mailto:finance@originalworks.com)

## HELPFUL TIP:

Set a deadline date for parents to report any issues to you. This way you can submit all Fix-its at the same time.

# 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.

## LEARN MORE!

about this exciting program by visiting:

[originalworks.com/parents](http://originalworks.com/parents)



As a part of this program, your child will bring home a preview magnet featuring their artwork. The preview magnet may be purchased, or returned without obligation. You may also order a variety of other products featuring your child's artwork. If you would rather that your child not participate in the preview magnet program, sign below and return to their teacher.

\_\_\_\_\_  
Student Name

\_\_\_\_\_  
Teacher

\_\_\_\_\_  
Signature

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 nuestra  
escuela a través del programa de  
Original Works.



## CAPTURE UN RECUERDO

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

## APRENDE MÁS

sobre este emocionante programa  
visitando:

[originalworks.com/parents](http://originalworks.com/parents)



OPTAR  
POR NO

Como parte de este programa, su hijo llevará a casa un imán de vista previa con su obra de arte. El imán de vista previa se puede comprar o devolver sin compromiso. También puede pedir una variedad de otros productos con las ilustraciones de su hijo. Si prefiere que su hijo no participe en el programa magnet de vista previa, firme abajo y devuélvalo a su maestro.

\_\_\_\_\_  
Nombre del estudiante

\_\_\_\_\_  
Profesor

\_\_\_\_\_  
Firma

¡Esté atento a más información que llegará pronto a casa!

**INTERNAL USE ONLY:**

CODE: \_\_\_\_\_

RECV'D BY: \_\_\_\_\_

DATE: \_\_\_\_\_

# Shipping Form A

Preview Magnet Program | Artwork

## School/Organization Information:

<b>School/Organization:</b>		<b>School Account Code:</b>
<b>Address:</b>		
<b>City:</b>	<b>State</b>	<b>Zip:</b>
<b>Contact</b>		<b>Phone #:</b>
<b>Weekdays you will be closed:</b>		

## Artwork Details:

<b>Number of artworks sent:</b>	<b>Number of classes:</b>
---------------------------------	---------------------------

- \* Please note that if the organization is unable to complete the program and send in orders, the organization will be responsible for paying 100% of the Preview Magnets produced.
- \* Original Works cannot accept any late artwork for the magnet phase of the program. If a child misses the magnet phase of the program, they are still eligible to submit an order for any product during the Order Phase of the program, but will not receive a preview magnet.

**Send to:**

ORIGINAL WORKS

54 Caldwell Road • Stillwater, NY 12170

518.584.9278

**INTERNAL USE ONLY:**

CODE: \_\_\_\_\_

RECV'D BY: \_\_\_\_\_

DATE: \_\_\_\_\_

# Shipping Form B

Preview Magnet Program | Orders

## School/Organization Information:

<b>School/Organization:</b>		<b>School Account Code:</b>
<b>Address:</b>		
<b>City:</b>	<b>State</b>	<b>Zip:</b>
<b>Contact</b>		<b>Phone #:</b>
<b>Weekdays you will be closed:</b>		

# of Artworks sent: \_\_\_\_\_

We collected a total of \$ \_\_\_\_\_ for our program. **OR**

# of Preview Magnets purchased \_\_\_\_\_

**Payment is due upon receipt of invoice. Your invoice will be emailed at the completion of your program, to the contact listed as Billing Contact on your confirmation.**

For finished products/orders, free shipping and handling is offered on all wholesale orders of \$300.00 or more. For orders of less than \$300.00, a \$25.00 shipping fee will apply.

\*If your school/organization requires a Purchase Order to be issued to Original Works in order to be invoiced *please provide the Purchase Order #:* \_\_\_\_\_ to be referenced on the invoice.

Questions about your invoice or payment can be sent to: [finance@originalworks.com](mailto:finance@originalworks.com)

### Ship to:

**ORIGINAL WORKS****54 Caldwell Road • Stillwater, NY 12170**

518.584.9278

**INTERNAL USE ONLY:**

CODE: \_\_\_\_\_

RECV'D BY: \_\_\_\_\_

DATE: \_\_\_\_\_

# Shipping Form C

Preview Magnet Program | Additional/Late Orders

**Include this form with your additional orders.**

## School/Organization Information:

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

**Orders:** Please submit original artwork and order form for artwork that is not on file. One order form per artwork.

**Additional Preview Magnets sold:** \_\_\_\_\_

Use the section below when ordering more products from a previously processed artwork from your current program. You do NOT need to resubmit the artwork for these orders.

Order Form #	Artwork description	
Is artwork (Choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)		
Product	Product	Product
Order Form #	Artwork description	
Is artwork (Choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)		
Product	Product	Product
Order Form #	Artwork description	
Is artwork (Choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)		
Product	Product	Product
Order Form #	Artwork description	
Is artwork (Choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)		
Product	Product	Product

**Payment is due upon receipt of invoice. Your invoice will be emailed at the completion of your program, to the contact listed as Billing Contact on your confirmation.**

Original Works provides free shipping & handling on the first shipment of additional orders. All subsequent additional shipments will be subject to a \$10.00 shipping & handling fee.

\*If your school/organization requires a Purchase Order to be issued to Original Works in order to be invoiced ***please provide the Purchase Order #:*** \_\_\_\_\_ to be referenced on the invoice.

Questions about your invoice or payment can be sent to: [finance@originalworks.com](mailto:finance@originalworks.com)

**Send to: ORIGINAL WORKS**

**54 Caldwell Road • Stillwater, NY 12170**

**518.584.9278 • [lawfi@originalworks.com](mailto:lawfi@originalworks.com)**

**INTERNAL USE ONLY:**

CODE: \_\_\_\_\_

RECV'D BY: \_\_\_\_\_

DATE: \_\_\_\_\_

# Shipping Form F

FIX-IT

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

**Fix-It:** ***Order Form # & description of art are required for processing. Please complete ALL information.***Order Form #: \_\_\_\_\_ Artwork Orientation (choose one)  Vertical (portrait) **or**  Horizontal (landscape)

Description of art: \_\_\_\_\_

Product: \_\_\_\_\_ Problem: \_\_\_\_\_

Student Name: \_\_\_\_\_ Teacher: \_\_\_\_\_ Grade: \_\_\_\_\_

Order Form #: \_\_\_\_\_ Artwork Orientation (choose one)  Vertical (portrait) **or**  Horizontal (landscape)

Description of art: \_\_\_\_\_

Product: \_\_\_\_\_ Problem: \_\_\_\_\_

Student Name: \_\_\_\_\_ Teacher: \_\_\_\_\_ Grade: \_\_\_\_\_

Order Form #: \_\_\_\_\_ Artwork Orientation (choose one)  Vertical (portrait) **or**  Horizontal (landscape)

Description of art: \_\_\_\_\_

Product: \_\_\_\_\_ Problem: \_\_\_\_\_

Student Name: \_\_\_\_\_ Teacher: \_\_\_\_\_ Grade: \_\_\_\_\_

Order Form #: \_\_\_\_\_ Artwork Orientation (choose one)  Vertical (portrait) **or**  Horizontal (landscape)

Description of art: \_\_\_\_\_

Product: \_\_\_\_\_ Problem: \_\_\_\_\_

Student Name: \_\_\_\_\_ Teacher: \_\_\_\_\_ Grade: \_\_\_\_\_

Order Form #: \_\_\_\_\_ Artwork Orientation (choose one)  Vertical (portrait) **or**  Horizontal (landscape)

Description of art: \_\_\_\_\_

Product: \_\_\_\_\_ Problem: \_\_\_\_\_

Student Name: \_\_\_\_\_ Teacher: \_\_\_\_\_ Grade: \_\_\_\_\_

**Send to: ORIGINAL WORKS**

54 Caldwell Road • Stillwater, NY 12170 • lawfi@originalworks.com

# Order Form

One Order Form per Artwork

School/Organization \_\_\_\_\_

Teacher/Grade \_\_\_\_\_

Student Name (First & Last) \_\_\_\_\_

City, State \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_



Please note:

Pricing information can be found on a separate sheet in your packet.

Original Works does not modify artwork. All artwork is produced as submitted.

- Details such as names or dates that are *closer than 1" from the edge* may be cut off during production

- Place a "T" on the back of the artwork in **pencil** to indicate the TOP

- For best results, view our Art Instructions online:  
[www.originalworks.com/artwork](http://www.originalworks.com/artwork)

Office Use Only  V  H

PRODUCT	Qty.	\$	AMOUNT
15 oz. Ceramic <b>Grande</b> Mug	1		
Key Chain	2		
11 oz. Ceramic Mug	3		
Beverage Hugger	4		
<b>NEW!</b> Tree Ornament	5		
Tile/Trivet	6		
Wreath Ornament	7		
Lens Cloth (Set of 2)	8		
Snowflake Ornament	9		
Mini Art Easel	10		
Multipurpose Towel	11		
Pot Holders (Set of 2)	12		
Mouse Pad	13		
Oven Mitt	14		
Pillowcase	15		
Quilt Block	16		
<b>NEW!</b> Dish Towel	17		
<b>NEW!</b> Jar Opener	18		
<b>NEW!</b> Canvas Tote Bag	19		
Magnet	20		
<b>NEW!</b> Bookmarks	21		
Notecards (Set of 8)	22		
Journal	23		
White Matted Print - 8" x 10"	24		
<b>NEW!</b> Black Matted Print - 8" x 10"	25		
Memo Pad	26		
Sketchbook	27		
Mini Magnets (4-Pack)	28		
Purse Mirror	29		
Variety Magnet Package (3)	30		
Notecard Bonus Set (24)	31		
Mega Magnet Package	32		
www.originalworks.com	<b>Total Due</b>	\$	

**Please submit your artwork with this Order Form.  
All artwork is returned.**