

CREATIVITY IS INSIDE EVERYTHING WE DO!



Welcome to Original Works!

We are committed to helping you grow your business and achieve your goals. Please take the time to review the contents in this manual.

Our goal is to provide tools to analyze your territory, communicate with your prospects and customers effectively and provide outstanding follow up

We offer a unique & rewarding fundraising opportunity, making this a fun program to run. Building relationships with your schools will grow your business and your income.

Our Story

All of us have had great moments in our life and creating this Company was one of those moments. Original Works (OWY) was officially founded in February of 1989, but the seed was planted earlier than that. In the preceding summer our daughter, Alex, who at the time was two and a half years old, painted her very first picture. I remember the scene as though it were yesterday. It was a bright, beautiful day and there she stood in the middle of the driveway with a dishtowel wrapped around her neck, facing an old, weathered easel with pots full of bright, colored paints. She was off and running....all kids are artists at the age of two!! Her first piece was simply wonderful; clear, bold strokes of color that looked a bit like Chinese characters. I really did love it and still do. In fact, it is now framed and hanging in our family home.



As the story continues...I thought it would be great to have *that* artwork professionally printed and turned into note cards. I wanted to do this for a couple of reasons: one, so I could brag about my child's artistic talents and two, so that my daughter would grow up thinking what a fabulous mother she had!

I called a printer picked straight from the yellow pages and explained what I wanted. When the gentleman heard that I only wanted 50 cards he lost interest, and quickly. Even when I expressed a willingness to increase the order to 100 he showed no enthusiasm what-so-ever. He explained that printers were not in the business for small runs. Aha a business was born!

Lots of people said no, but I said yes, and *I* was the one that mattered. I wouldn't give up. Soon, Ted Newlin came on board bringing with him years of sound business practice gained from serving in executive positions and having run a couple of businesses. He led our Company in a new and profitable direction, which focused on the school market. Still today, 99% of our business is school driven and it has proven to be a perfect fit.

We were getting on the map and becoming a name that schools had heard of. Having a good reputation does pay off. Not only were we getting into *new* schools we were doing *repeat* business with schools and that makes us prouder than you can imagine. It meant that we had done lots of things right!

Our Company started in our guest cottage. We did almost all the work ourselves – copying, cutting, laminating, folding, pressing...and shipping all the products. As the work got to be too much for us to handle, we hired part-time help, gradually turning some of those jobs into permanent positions and eventually hiring greater numbers of seasonal workers to help in production. Our humble beginnings have grown into a full production center with independent sales reps across the USA.

We are getting better all the time but if we are experts at anything, it is probably our willingness to listen and carefully try out new ideas, often *your* ideas.

Children will always be creative. Parents, friends, teachers and other adults will always cherish and admire this creativity. Original Works provides them with a unique opportunity to productively

recognize and memorialize children's special artwork by having them converted into full color, practical, and yet very *special* products, for everyday or occasional use. Anyone can go into a shop and find a card or shirt....that imitates the work of a child, but it isn't made by "their child".

When we open boxes of new artwork we never know what to expect but we are always touched by the innocence, perception and sometimes even sophistication of these young artists. It confirms our belief that the special vision of our Company to bring these wondrous works into the homes of parents and relatives is quite extraordinary.

Colorful artwork tugs at your heart, lifts our spirits and reacquaints us with our own lost childhood and a time when we greeted each day with confidence, excitement and wonder. They challenge us to consider the things that make life really worth living.

We are so pleased that you have seen the delight and opportunity in our business and we welcome you aboard. OWY has the talent, resources and market position to be a leader in the school art/fundraising market. You are an important part of it all, and I hope you share our sense of excitement and expectation.



Carol Newlin

Carol Newlin
Original Works Founder & President

How Do Our Programs Benefit Schools?

Our programs can be used for fundraising, as a service to families to provide products for gift giving and keepsakes, or to showcase the school art program.

Competitive Advantages

VARIETY

- We offer more program options than any competitor
 - 3 Keepsake program options as well as Tile Wall.
 - Only company to still offer a preview program (SBYB).

SUPPORTING CREATIVITY

- Flexible Art Guidelines
 - This opens the market, allowing us to work with a broader group (PreK – HS).
 - We accept the most extensive list of media (crayons, colored pencils, oil pastels, collages...).
 - Allow photos & digital images
 - Makes it is easier for the AT to fit the program into their required curriculum.
- Art paper
 - “No art teacher? No problem!” We offer lesson plans so that anyone can run the program.
 - Free paper provided for all participants.
 - 8 ½” x 11” standard for all programs- this is 30% larger than competition.
 - No template, offering more room to be creative.
 - We accommodate horizontal & vertical artwork.
 - Standard paper size makes it easier for siblings to participate.
 - Art teachers prefer the rectangular shape.

FLEXIBLE

- Accommodating Schedules.
 - We accommodate revisions through the program as needed.
 - Fast product turnaround with delivery scheduled to meet your needs.
 - Customize your pricing and program schedules.
 - We serve schools of varying sizes.

EASY ADMINISTRATION

- We do the paperwork so you don't have to.
- Our two-part order form (the only company offering one) and order recap report makes record keeping simple & easy.
- No waiting for the copy machine. Our two part order form eliminates the need to make copies of single part order forms like those offered by our competitors. It also improves:
 - Record keeping/accounting.

- Program management.
 - Customer service.
- Makes placing additional orders easier.

MADE IN THE USA

- Only company currently promoting Made in the USA products.
- ~ 70% of our line is Made in the USA.
- Working to support American jobs.

PROFIT ENHANCEMENT PROGRAM

- Late orders offer the chance for additional participation and increased profits.
- Unlike the competition, the school receives the *full profit on all* late orders.
- There is no minimum order required.
- We provide templates designed to promote the program to families.
- The school can place as many Late Orders as they would like.
- Free product shipping for the 1st Late Order.

CATERING TO YOU

- The only company with field & house sales representatives to serve you.
- Dedicated customer service staff.
- Free product samples to promote the program.
- Pre-paid shipping labels reduce program administrative costs.
- 100% satisfaction guarantee.
- You can set pricing to meet your profit needs and school demographics.
- Email and phone support to keep your program on track.

With our programs, the students create their own masterpieces in the classroom. The teacher may use his or her own lesson plans or access lesson plans online through our Customer Care Center. We then reproduce that artwork onto a variety of products for families to buy such as magnets, key chains, note cards, and mugs.

Original works has 2 sales seasons

- Spring season: February 1- July 31
- Fall season: August 1- January 31

*Free shipping and handling is offered on all wholesale orders whose combined value is \$300 or more. For wholesale orders whose combined value is less than \$300, prepayment is required. In addition, a \$25 shipping and handling fee will apply.

Who are Your Targets?

Defining our market & targets is essential. The goal is to get in front of a live person or audience to be able to present Original Works. This can be done by requesting to attend a PTA meeting, or even a *phone call* with the Art Teacher.

Our primary market is:

- Public and Private Elementary/Primary Schools
- Preschools & daycares

However, we are not limited to this market. Examples of other areas to prospect should include these sub-sectors:

- Montessori Schools
- Religious Schools
- Home School Groups



Once we have defined our Target Market and have a solid list of prospects, our focus shifts to “whom” within that organization must we reach out to.

Although the players involved may vary from territory to territory and from school to school, the typical sale will generally involve one or more of the following groups or individuals:

1. Parent organizations such as PTAs, PTOs and HSAs
2. The art teacher
3. The school principal or administrator
4. The classroom teacher

Who is the decision maker? Ask the right questions and find out! Be sure to keep good notes. Know your program features and benefits! Understand, develop, present and implement a solution designed to meet the needs of each party to the sale. *This approach achieves three important results:*

- Assists in closing more new sales.
- Improves goodwill, because focus is on *servicing* the needs of the customer, not just selling a product.
- Increases the number of referrals & improves level of repeat business.

Ask questions and collect information in advance on a particular school’s view on fundraisers; this enables you to develop an effective strategy for working with them. Often, this information can be collected during first contacts with the art teacher or PTA member.

Key areas to focus on include:

- Items of importance to the school you are dealing with (i.e., raising money, providing an educational program, conducting a safe/easy-to-run fundraiser, etc.)
- The decision making process at the school. Who has control over the final decision? How is that decision made?
- Uncovering potential problems with similar programs or fundraisers that were run in the past. This could make the parent organization hesitant about running our program.

Ask questions and collect information in advance on a particular school's view on fundraisers; this enables you to develop an effective strategy for working with them. Often, this information can be collected during first contacts with the art teacher or PTA member.

The Parent Organization

PTA, PTO and other school-related committees are often comprised of a diverse group of parents and you may find that members of the same committee have different agendas. Managing these different agendas can be made easier if you identify their objectives and understand the decision process. Tailor your talking points to address those points.

As a general rule, our experience is that the parent organization or school committee is typically interested in running programs yielding high profit that are easy to manage. Never automatically assume this is the case; ask questions to develop the correct approach for that prospect.

The Art Teacher

While the art teacher may have some of the same needs as the parent organization, they frequently have other points of sensitivity, which will need to be uncovered and addressed. In this age of increasingly tight school budgets, these points might include justifying the existence of the art department by increasing awareness of art and art instruction in the school, improving student self-esteem, and raising funds for enhancement of the department.

Being able to identify with the needs of the teacher in this way will help develop bonding and rapport. You may also be able to create a situation where the art teacher can function as a "sales coach", providing additional background information that would be useful in steering you around potential obstacles.

The Administrator

Depending on the particular school or district you are working with, you may find that the school principal, headmaster or administrator plays a role in the decision-making. In some schools, the parent organization or art teacher simply has to *advise* the administrator on what they are doing. In other cases, the administrator has the final say on all programs and is directly involved in screening and deciding on a particular program or event. Understand the role the administrator plays in this process as well as what type of relationship the administrator has with their parent organization and staff; it can greatly assist you in determining how you approach a school. If the administrator is your first point of contact, they can often be the perfect source for a referral to the correct contact, if they are not that person.

How do the OW programs work?

The Express Program

This program was formerly known as Original Program (OP)

Benefits

- Quick program – fastest in the industry.
- Use the Express Program when the Coordinator says:
 - Time/volunteer constraints.
 - If the program has run before and the families already know what great quality products to expect.
 - Art teacher needs time for art.



Program Overview

With this program, artwork is created in class. Once completed, it goes home in a parent pack which also includes an order form, full-color (Kitchen Table Piece) KTP, and customized family letter (DFL). The artwork and parent orders are returned to the school. Once organized by class and grade, they are submitted to Original Works for the products to be made. 14 working/business days after artwork/orders arrive at Original Works, completed products are delivered to the school.

Program Details

1. Complete a confirmation form with the school. Be sure all information is correct: spelling, closed dates, schedule, names, address, pricing, etc. The confirmation form should be signed and a copy given to the Coordinator.
2. Confirmation form is sent electronically to OWY. Email to : repconfirm@originalworks.com
3. Program materials are sent to the school: coordinator's guide, prepaid shipping label, art paper, posters, pre-stuffed poly bags containing: color brochures (KTP), and order forms. The Dear Family Letter (DFL) will be sent to your coordinator via email. The DFL is customized and contains school contact info, order deadline, pricing, and the organization the parents should make checks payable to.
4. Program materials will be shipped from Headquarters per the school's program schedule.
5. School receives program materials and upon receipt, school sets up posters in lobby or other high traffic locations in school.

6. Artwork is created in class. *Do what you can to make this great!*
7. Announcement letter (LOOK WHAT'S COMING) is copied and sent home to families.
8. Parent Packages are sent home.
9. Parents submit the artwork, order form and payment to the school by order deadline date. Coordinator/volunteers collect artwork/orders and ensure that each artwork and order form has the child's name, grade, class and school clearly marked.
10. The white copy of the order form is taped to the back of the artwork and the coordinator keeps the yellow copy. Artwork/orders are organized by class and sent to OW.
11. Coordinator deposits money in school/parent organization account.
12. Coordinator cuts one check made payable to OW and sends full remittance.*
13. After receipt of orders, artwork and check to OWY, orders will be filled and arrive at school in 14 working/business days.



On-time shipping by the school is critical. Processing may take longer if orders arrive after scheduled dates. If the scheduled dates are not followed holiday delivery WILL NOT be guaranteed.

* The coordinator can send in all money collected and their refund check will be sent to the school within 10 business days from the date of the invoice. If a school sends in partial payment, OWY will invoice the school for the balance due. Schools can also request to be invoiced as long as their wholesale order value is \$300 or more.

The Preview Magnet Program

This program was formerly known as See Before You Buy (SBYB)



Benefits

- Offers a preview of product quality
- Higher profits for the school

Program Overview

Preview Magnet Program: With this program, artwork is created in class and submitted to Original Works for production of a full color 4"x5" preview magnet. 10 working/business days after artwork arrives at Original Works, parent packs arrive at the school each containing the child's preview magnet. The child's individual parent pack contains their customized magnet, a custom order form, full color brochure, Dear Family Letter (DFL), and the Original Artwork. They are then sent home for the parent to order. Families may purchase the preview magnet, return it with no obligation, and/or purchase any of the other items offered. Orders are compiled at the school and sent into Original Works for products to be made. 14 working/business days after the order arrives at Original Works, completed products are delivered to the school.

Program Details

1. Complete a confirmation form with the school. Be sure all information is correct: spelling, closed dates, schedule, names, address, pricing, etc. The confirmation form should be signed and a copy given to the Coordinator.
 - *On the confirmation please enter promo code: SS SBYB*
2. Confirmation form is sent electronically to OWY. Email to : reconfirm@originalworks.com
3. OWY sends program materials to the school: coordinator's guide, art paper, shipping labels & posters. Materials will be shipped from Headquarters on date requested on your confirmation form.
4. School receives program materials and sets up poster in lobby or other high traffic location in school.
5. Announcement letter (LOOK WHAT'S COMING) is copied and sent home to families.
6. Artwork is created in class.
7. Artwork is organized by class and sent to OWY; there are no orders for products at this time.

8. 10 working/business days after artwork is received at OWY it arrives back at the school with a Parent Package for every piece of artwork submitted. Each package includes a polybag containing art work, preview magnet, color KTP, custom order form, and customized Dear Family Letter (DFL). All packages are organized by class and grade for easy distribution. *It is VERY important that the Artwork & Order Forms stay together.*
9. The packages are distributed to students. Parent Packages are then sent home. Parents review the information and make their selections.
10. Coordinator and volunteers* collect orders, including checks, making sure every order form has the child's name, grade, class, and school clearly marked. The order forms are organized by class and sent to OWY. **To get volunteers, offer them the products at wholesale cost!*
11. Coordinator deposits money in school/parent organization account.
12. Coordinator cuts one check made payable to OWY and sends remittance.*
13. After orders and payment are received at OWY, orders will be filled and arrive at school in 14 working/business days. OWY pays the shipping.



On-time shipping by the school is critical. Processing may take longer if orders arrive after scheduled dates. If the scheduled dates are not followed holiday delivery WILL NOT be guaranteed.

* The coordinator can send in all money collected and their refund check will be sent to the school within 10 business days from the date of the invoice. If a school sends in partial payment, OWY will invoice the school for the balance due. Schools can also request to be invoiced as long as their wholesale order value is \$300 or more.

Tile Wall Program

Our Tile Wall Program can be run in different ways. First, as a fundraiser, where parents are asked to purchase their child's artwork on a tile.

Second, some schools choose to pay the wholesale cost FOR everyone's tile. Sometimes the parents order one for the school and "donate it" for the tile wall. Then the parents have the opportunity to order extras for themselves.



Questions to ask:

- Do you have an anniversary coming up?
- Have you ever thought of a 5th grade legacy wall?
- Have you ever thought of a school beautification of a tile back splash or border in the art room or foyer or bathrooms?

Benefits

- Higher profit margin- up to 50%
- Quick & easy.
- Creative High School program.

Program Overview Tile Wall Program: With this program, children participating produce their own piece of unique artwork in class. The artwork is then submitted to Original Works for production, where we create a stunning, high gloss 6" x 6", 6" x 8" or 4 ¼ " x 4 ¼ " tile featuring each of the children's artwork. All tiles are sold at a wholesale price. Ideal for both middle and elementary school, fundraiser products are then offered to the parents or children at a price you determine. There is a 22 day working/business day process time.

Program Details

1. Complete a confirmation form with the school. Be sure that all information is correct: spelling, closed dates, schedule, names, address, pricing etc. The confirmation should be signed and a copy given to the coordinator.
2. Confirmation form is sent electronically to OWY. Email to repconfirm@originalworks.com
3. Materials will be shipped from Headquarters on date requested on the confirmation form.
4. School receives materials.
5. Students begin creating the artwork in class. Use the appropriate artwork paper for the selected tile size. For the 6" x 8" tiles, 8 ½" x 11" paper should be used. For the 4 ¼" x 4 ¼" tiles, 8 ½" x 8 ½" paper should be used. This will ensure that the images are of the correct

proportion when reproduced onto the tiles. The appropriate paper has been included in your display kit.

6. If this program is being promoted to the parents and students, then a parent package should be assembled for each student and sent home. This parent package should include:
 - A.) Original Artwork
 - B.) Dear Family Letter with Permission Slip (master found in Coordinator's Guide).
 - C.) Full Color Flyer (provided by Original Works)
 - D.) Order Form if applicable
7. Send all parent packages home. Be sure to remind students of the timeframe they have for returning their orders to the school.
8. Parents return artwork, orders and payment to the school by order date deadline. Coordinator/volunteers collect items and ensure that each artwork and order form are clearly marked with child's name, grade, class and school.
9. If applicable- tape the order form to the BACK of the artwork. Artwork/orders need to be organized by class and sent to OWY.
10. Coordinator deposits money in school/origination account
11. Coordinator cuts one check made payable to OWY and sends remittance.* Appropriate shipping & handling charges will be invoiced with the completed orders.
 - *Shipping- The shipping fee is 6% of the total amount of the invoice (ie: Invoice = \$50.00 shipping charge is $50 \times .06 = \$3.00$)*
12. Complete Shipping Form "W". This form must be sent in with the artwork and your payment. Appropriate shipping & handling charges will be invoiced with the completed order. Blank tiles may also be purchased and used as a border or to fill in empty spaces in the wall. Consult Shipping Form "W" for pricing and ordering details.
 - *We do not provide a UPS label for this program. The school is responsible for the shipping of the art & orders to OWY.*
13. After receipt of orders, artwork and check to OWY, orders will be filled and arrive at school within 22 working/business days.



On-time shipping by the school is critical. Processing may take longer if orders arrive after scheduled dates. If the scheduled dates are not followed holiday delivery WILL NOT be guaranteed.

* The coordinator can send in all money collected and their refund check will be sent to the school within 10 business days from the date of the invoice. If a school sends in partial payment, OWY will invoice the school for the balance due. Schools can also request to be invoiced as long as their wholesale order value is \$300 or more.

S.I.M.P.L.E.

The OWY approach to identifying and working with schools to create successful programs:

- S SUBURBAN SCHOOLS
- I INVOLVED PARENTS
- M MOTIVATED ART TEACHER/COORDINATOR
- P PROGRAM PROMOTION
- L LEAD TIME
- E EXCLUSIVITY

SUBURBAN SCHOOLS

We suggest targeting suburban schools or “suburban-like” schools for several reasons.

- o Demographics - Families in these types of schools earn higher incomes & are involved in their children’s education.
- o Parent organizations are active & generally, there’s more responsiveness to school programs.
- o Don’t forget private schools!

INVOLVED PARENTS

Are the parents in your school *actively involved*? In order to make this school work, a couple of very dedicated parents will need to be found.

Encourage the school to do those things that encourage parental awareness and participation. Send the announcement letter home; put it in the school newsletter! If they have samples, be sure they display it in a conspicuous place where there is heavy parental traffic. Take advantage of back to school nights, conferences and other school functions. Provide clear explanations for teachers and art teachers to relay information to students so that all understand the program.

MOTIVATED ART TEACHER

If the art is great, the products will speak for themselves but you need to *make sure* that the art is as great as it can be. Strong student participation should be encouraged & *completing* artwork including signatures should be emphasized. Artwork should not be rushed; scheduling enough time for it is important. Be sure the art teacher knows the importance of using good themes, media and techniques. Fitting our programs in their curriculum can be disruptive so show how we can make it easy.

PROMOTION

Make sure the program is well announced and promoted.

The level of success we achieve in any school can be directly proportional to the level of student enthusiasm & positive parental awareness of the program.

For the parents, the Look What's Coming announcement letter is very important! Send the letter home but also include it in the school's newsletter and other school communications. Explaining the program to the students is important! This may be done in a variety of ways – in the classrooms, school assemblies, morning messages, etc.

Our E-Marketing kit provides great tools to promote the program with newsletter templates, morning announcement scripts, cartoons to send home, etc. Having the school see samples of our products really builds enthusiasm. In some cases, you may make reference to how neighboring schools promoted their programs. Prominent featuring of display aids in a way to get maximum exposure aids parental, teacher and student awareness and builds enthusiasm!

LEAD TIME

Allow adequate lead time for art creation, program promotion, and collection of orders.

Work with the coordinator and/or art teacher to set up a schedule that allows for adequate time to create well-developed artwork. Allow adequate time to promote the program and raise high levels of student, parent and school awareness.

Provide time for collection and organization of artwork and orders. Too tight of a timetable creates unnecessary pressure, a feeling of burden and frustration. On the other hand, if too much time is allocated, enthusiasm may diminish. Use good judgment, communication with the coordinators is key.

EXCLUSIVITY

Running the program at the "right time".

Encourage putting together a schedule that places the OWY program in the spotlight. This cuts down on possible confusion, lessens the pressure on the parent's wallets and allows the school to better promote our program which leads to more money for the school and for you!

Ask these questions:

- When was your *last* fundraiser?
- Do you need to call this program a *fundraiser*?
- Is it even being run as a fundraiser?

Just because a school does not have another program going on at the same time doesn't mean that it hasn't fallen on the heels of 2 other fundraisers.

Although we are competing with other activities for the parent's money, many schools consider our program to be one with great benefits to the children and parents besides being a money maker for the school. Few, if any, programs build self-esteem, promote art education, and provide parents valuable keepsakes like the OWY program. Be creative with the marketing!

Point out the UNIQUENESS *of our program*. There's the gift giving and keepsake aspect. What other school activity provides the same benefit? Exclusivity should mean putting the OWY program in the limelight separately focused, separately promoted, and separately created.

The Artwork

Why do we put so much emphasis on the art?

Better art → increased student self-esteem →
more satisfaction for the teacher → greater the sales →
more profit for the school!



- * To create great artwork, it's important to use the right materials, themes, lesson plans, allow time to finishing all artwork within a schedule that fits the lesson.
- * Art educators are the catalyst. They inspire & work closely with students to use their imaginations & create great artwork.
- * Parents appreciate artwork that is creative, well thought-out, & finished properly. Students need to be excited, take pride in their creations, and be eager to see their art on products.

Our programs do not require an 'art' teacher. Other teachers can easily run our programs. Our lesson plans are a great option and tremendous help in this situation!

1. Art should be created in a CONTROLLED CLASSROOM environment.
2. Art should be INSTRUCTED, preferably by an art educator.
3. Artwork should utilize a theme (many lesson plans are available to schools)

As a rep, be heads up and offer concrete suggestions on the art. One class period in which the children are allowed to "draw" whatever they wish typically results in unsatisfactory work that the parents are unimpressed with. We have also found that sending the paper home for the artwork to be completed is typically not as successful of a program.

THE RIGHT MATERIALS FOR THE LESSON

1. PAPER- size & stock
 - * We provide 8 ½" x 11" art paper.

If a school needs more paper and they want to provide it themselves, the paper must be the accurate size and an appropriate paper type and weight:

- * For best results- Laser paper or uncoated card stock, 69-70 lb. in weight

Artwork must be all one size for the program. Odd size entries will be returned without processing.

Use appropriate stock for lesson; use heavier paper for paints, collages, & mixed media.

USING A THEME

1. *Emphasize the importance of USING A THEME!* Do not EVER recommend educators give the students the opportunity to “draw whatever they like”. OW’s past experiences with this have been horrendous. However, students certainly can participate in the THEME selection.
2. *Select themes the students like.* Themes can link to other subjects such as Science, Social Studies, Literature, Multi-Cultural and Environmental.
3. *Keep the Parents in mind, too!* Remember, parents are going to have an opportunity to purchase a variety of products for friends & relatives; they also serve as keepsakes!

WELL THOUGHT OUT LESSON PLANS

- * Art Educators should do the artwork, not only for demonstration purposes but also so they can get their own products made!
- * Select a Lesson Plan that is proven to be successful; this is no time to experiment with “iffy” activities



FINISHING TOUCHES MAKE A DIFFERENCE

Especially important for preschool art as hand print art can be very small. When we hear a complaint that OWY printed the art the wrong size, we immediately know that the parent is looking at a sweet handprint lost in a sea of a white cotton tee shirt. By first sponge painting the background or adding a border afterwards assures artwork looks terrific when reproduced.

1. **The job isn't** complete until the paper work is done.
Remember a students' self-esteem is at stake here. They want to be proud of their products. Make sure they have the opportunity to FINISH.
2. BORDERS, BORDERS, and more Borders.
 - * Borders can provide the right finishing touch! Maybe a student is unhappy with the “picture results”; maybe it needs closure. Here is an opportunity to make amends!
 - * Borders can be a simple solid area or more involved, i.e. geometric shapes, symbols related to the main picture, picture frames & more!
 - * Remember the variety of products. Images tend to “float on the fabric products so the border takes on additional purpose. OWY has a special Lesson Plan brochure devoted to BORDERS.
 - * Outlining artwork with marker can also add a finishing touch and help make the items stand out
3. SIGN THAT MASTERPIECE
 - * Students are proud of their creations. Put names on them. Students should sign their name at least 1” in from the edge of the paper. We recommend that they use first name only
 - * Use dark color or black. Not overpowering, but visible.

Think about it!

Take some time to familiarize yourself with our Lesson Plans. They are available on the Customer Care Website.

- * How can including a few lesson plans in your briefcase as examples help you put the art teacher or PTA at ease?
- * How can strategic art curriculum selection benefit the school with higher profits?

The writing area consists of a large rectangular box with a red vertical margin line on the left side. The interior of the box is filled with horizontal blue lines. On the left edge of the box, there are three circular binder holes, one near the top, one in the middle, and one near the bottom.