

COORDINATOR GUIDE

YOUR KEY TO SUCCESS



2018-2019



www.originalworks.com • 800.421.0020

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

Supply Box Arrives



- Read your 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 in your newsletter, social media, and website
- Hang posters
- Create an eye-catching display of products
- Send "Look What's Coming" letter home to families

Create Artwork



- Use the 8.5" x 11" art paper provided for best results
- Refer to the art instructions for recommended media and tips

Label Artwork



- Use **pencil** when writing student name, teacher and grade on the **back** of the artwork, or print labels with the information
- Indicate the TOP of the artwork by putting a "T" on the back

Prepare Packets



- Make copies of the "Dear Family Letter"
- Place the "Dear Family Letter" and artwork into the pre-stuffed family envelopes

Send Home



- Be sure to stay on schedule
- Send home family envelopes containing the artwork and the "Dear Family Letter"

Collect Orders



- Artwork, order form, and payment is returned to school

Prepare Orders



- Tape white copy of order form to the back of the artwork
- **Keep yellow copy for your records**
- Organize by class and grade

Ship



- Ship on schedule
- Complete Shipping Form D
- Use prepaid UPS Ship Label
- Take package to any UPS Ship Center

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
- Art Instructions
- Pre-stuffed family envelopes (order form & brochure)
- One (1) pre-paid UPS shipping label (stapled to hot pink paper)
Please keep this in a safe spot! You'll need it later.
- Marketing Kit:
 - Product samples or folders/labels
 - Posters

24-7 Access to Online Customer Care!

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

originalworks.com/customer-care

ONLINE SUPPORT



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!

POSTERS UP!

Hang the provided posters in a prominent area.

SAMPLES OUT!

Display product samples in a high-traffic area.

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.



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

Be sure to login to the Customer Care Center and visit the eMarketing section.

www.originalworks.com/customer-care
Password: CCC1819 (Capital C's)

ARTWORK CREATION

It's time to engage your students! Over the years we have found that the more excited the students are about their projects, the more excited the families will be, too.

Use the Art Instructions on the previous pages to ensure a successful program. If you are unsure, please contact your Sales Representative or our Customer Service team prior to beginning artwork.

NO ART TEACHER?

No Art Teacher on staff? Is artwork created in the individual classrooms instead of during an art class? No problem! Here is the solution ...

Just 15-20 minutes a day

Typically, if artwork is to be done in the classrooms, homeroom teachers set aside a 15-20 minute period each day for one week when students may create their artwork. Be sure that each teacher has a set of art instructions prior to starting their projects.

Declaring an **"Art Awareness Week"** at the school ties in nicely with this dedicated time period for creating the artworks. Another great time to allow for creation of the artwork is during **"Spirit Week."** Usually a second week is set aside for those students who were out during the first week or need to finish their masterpieces.

Free lesson plans available

Our Customer Care Center has a library containing many free lesson plans for you to download. These plans are designed to be simple yet creative. You can also find ideas on our Pinterest page - www.pinterest.com/originalworks

Additional artwork subject matter

The subject matter may reflect what the students are studying in history, science or literature. It's easiest if each grade level has the same subject matter. Some examples:

- 1st Graders may be studying Earth Science – oceans, fish and sea life, or classifying animals into groups (birds, mammals, etc.) may be good topics.
- 3rd Graders may be covering Ecology – rain forest ecosystem, habitats, and animals may be a good direction.
- 4th Graders may be studying your state's history or the role of industry and settlement in Social Studies – a historic event or person from your state may be the subject. Perhaps, a self-portrait dressed as a child of a specific era in your state's history would be of interest
- 6th Graders may be covering Earth Science – oceans and marine life, weather and climate, the solar system, stars and galaxies. These make great subject matter for artwork.

Once student artwork has been completed, it is packaged along with the Dear Family Letter and sent home to families in a family envelope. **Remember ... please stay on schedule!**

1. Dear Family Letter.

- When your program was confirmed, you received an email with your schedule and Dear Family Letter. **This letter contains your schools custom ordering information and pricing.**
- Print and copy.

2. Prepare family packets.

- Place the completed artwork and Dear Family Letter in the pre-stuffed family envelopes found in your supply box.
- Fill out the information on the envelope flap for easy classroom distribution.

3. Collect orders.

- Families will return artwork, order form and payment.
Remember- checks are made out to the school!

4. Prepare orders for shipment.

- Tape the white copy of the order form to the back of each corresponding artwork. *Please do not fold the tape over the edge onto the artwork.*
- Keep the yellow copy for your records.
- Organize the artwork in folders by class & grade (your finished products will be packed the same way, making for easy distribution).

5. Shipping Form D.

- Complete & return with your orders.

6. Shipment.

- Using the prepaid UPS label found in your supply box, send the artwork, orders, & Shipping Form D 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 your orders arrive AFTER the scheduled date, order processing will be delayed until the next processing slot becomes available. If you find that you need to adjust your schedule, please reach out to your Sales Representative as soon as possible.

Helpful Hints

When copying the Dear Family Letter, use colored paper that parents will be sure to notice.

Can't find your Dear Family Letter? Call our Customer Service Team and they will happily send another.

Recruit some volunteers or older students to help with preparing the family envelopes.
OR
Have students place their own art in the envelope!

When packaging to ship, we recommend placing the artwork/orders in a large plastic bag to protect them from any weather while being shipped.

Free shipping of products

Products ship free to the school when orders reach \$300 or more in wholesale value. For orders less than \$300 a \$25 shipping fee applies.

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 order is 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, wall clings, & placemats 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 with one of your orders, our friendly 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 a journal.
- 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

When in doubt, please contact your Sales Representative or our Customer Service Team at

800.421.0020 • cs@originalworks.com

Monday - Friday, 8:00 am - 4:30 pm EST

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. They will reproduce on the final products.

We hope that you will use the paper provided in your supply box. 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.

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

DID YOU KNOW?

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.

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.