

**CREATE EXCITEMENT. ENSURE SUCCESS.**



**WITH A HAND FROM THE ORIGINAL WORKS**

**FALL 2013 E-MARKETING KIT**

## E-MARKETING KIT INDEX

Tips for Promoting Your Program.....	Page Two
School Announcement Template.....	Page Four
School Newsletter Template.....	Page Five
Original Works Look What's Coming Letter (English).....	Page Six
Original Works Look What's Coming Letter (Spanish).....	Page Seven
Web Icon Explanation.....	Page Eight
Web Icon.....	Web Download
Original Works Cartoon Explanation.....	Page Nine
Original Works Cartoon.....	Web Download

# Tips for Promoting Your Program

One of the keys to a successful Original Works program is properly promoting it to the parents and students at the school. Original Works provides a number of tools to assist you in program promotion. These include posters, the Look What's Coming letter, parent brochures and sample kits, just to name a few. Before launching into the promotion of your program, please take a few minutes to review the tips listed below:

- **Set a specific beginning and ending date for your program.** This is typically done when you confirm the program. Be sure to stick to those dates as doing so will eliminate the possibility that the program will drag on without direction.
- **Don't let the program fizzle.** Use the various tools provided in this kit at different intervals to keep energy and motivation high.
- **Have clearly stated goals.** Communicate them regularly - before, during and after the program. Parents and students are far more likely to participate if they understand the program's goals and how any funds raised will be used. You have an opportunity to state how the funds will be used in the Dear Family Letter, but communicating this more often will only help to reinforce your goal.
- **Recruit volunteers ahead of time.** Ensure a smooth and efficiently run program by recruiting volunteers ahead of time to organize, tabulate and distribute orders. A good rule of thumb is one volunteer for every 100-125 students.
- **Place program posters** in conspicuous locations such as the school entrance, lunch room and main showcase or bulletin board. This will ensure maximum visibility for parents and students alike.
- **The school announcements** offer a regular opportunity to promote the program. A school announcement template has been included in this kit and can be modified to suit your needs.
- **The Look What's Coming Letter** is included in your Coordinator Guide and may also be downloaded from the Customer Care Website. The letter is available in both English and Spanish and an additional copy of each has been included in this kit. This letter can be an effective tool in communicating with parents and students and can be customized to suit your particular needs.
- **The school newsletter** provides another excellent medium for highlighting the benefits of the program in an efficient and cost-effective manner. A school newsletter template has been created and included in this kit. It may be modified as necessary to suit your needs.

- **Post program information on your school website.** Promoting the program on the website can be a great way to provide program information for your school (i.e., order deadlines, art themes, etc). We have developed an Original Works icon that allows students or parents to link from your school site to ours. Please provide this icon to your website administrator. They can insert it on your website and embed a link back to the [Original Works](#) website.
- **Provide parents & students with a link to our new video.** The video can be accessed via the following link: <http://www.originalworks.com/art-fundraiser-video/> and provides a fun and creative way to learn more about our programs, products and processes.
- **Check us out on Facebook.** Becoming a fan of Original Works on Facebook can be a great way to stay current on our latest announcements, see what others have to say and learn how the Original Works program is being used in other schools.
- **Follow us on Pinterest and Twitter.** These sites showcase our new products, provide creative art ideas that can be used in the classroom and at home, feature our Art Teacher of the Quarter, and can help you learn more about Original Works.
- **Print and distribute our Original Works Cartoon.** Alternatively, if you have a student e-mail list, then consider sending the cartoon out as an e-mail attachment in advance of the program.
- **Remember to say Thank You.** Once a fundraising campaign is complete, it is important to thank everyone involved. Send notes of thanks, allow volunteers to order products at the wholesale cost, or distribute the free product coupons included in your starter kit to the volunteers.

## School Announcement Template

The following template can be incorporated into daily school announcements. Use it as is or modify it to suit your particular needs.

Please remember that the Original Works program is currently running at the school until \_\_\_\_\_.

The Original Works program provides each student the opportunity to have the artwork you have created in class, reproduced onto products such as magnets, tiles, note cards, mugs, mouse pads and many other items. This is a great way for you to share your artwork with family and friends.

Now is the time to place your order. If you are interested in ordering, please bring your completed order form and payment to school no later than \_\_\_\_\_.

If you have questions please see \_\_\_\_\_ for additional assistance.

## School Newsletter Template

The following template can be incorporated into a printed or electronic newsletter. Use it as is or modify it to suit your particular needs.

We are pleased to announce that (during the fall semester/month of \_\_\_\_\_, as part of our holiday celebration) we will be running the Original Works Program at (school name).

In business since 1989, Original Works is the #1 art based fundraising company in the country, and currently works with thousands of schools and hundreds of thousands of students each year.

Through the Original Works program, each child will have the opportunity to have their very own artwork reproduced onto a variety of high quality products. The products range from magnets, mugs and mouse pads, to ceramic tiles, t-shirts, note cards and nearly two dozen other products.

Each child is eligible to participate in this wonderful program. Once the artwork is created, parents and children will have the opportunity to select which product or products they would like to feature their artwork. The program is designed to encourage creativity and student self-esteem. The resulting products make unique gifts that are practical for any season or occasion.

Complete details on the program will be sent home shortly. Proceeds from the program will be used to\_\_\_\_\_. For more information on Original Works please visit their website at [www.originalworks.com](http://www.originalworks.com). You may also link to the Original Works site directly through the school website.

# LOOK WHAT'S COMING!

## Your Very Own Artwork on Products for You and Your Family

Hello Family:

This is to let you know that our school has teamed up with Original Works to offer a very special program.

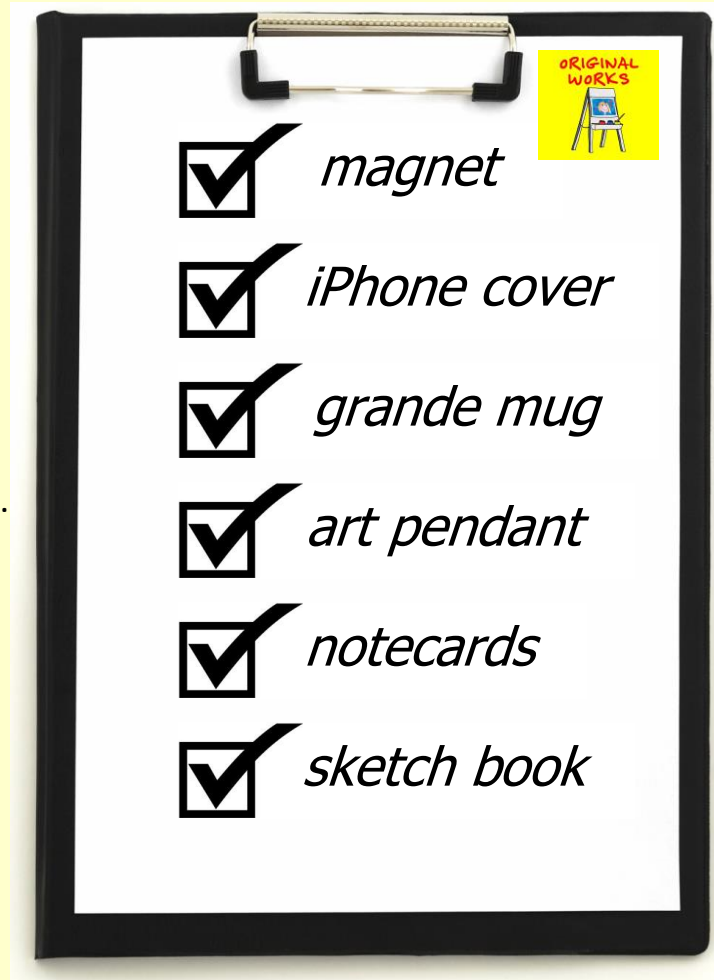
Your child will be creating his or her artwork in school, using the regular art curriculum. You will then have the opportunity to order a variety of great items you can use, all professionally made and featuring your child's very own artwork.

**Includes many neat products under \$10.00!**

The Original Works program is a great way to:

- ❖ Celebrate your child's creativity.
- ❖ Order gifts for birthdays, anniversaries, holidays, or any special occasion.
- ❖ Have treasured keepsakes that last a lifetime.

Look for complete details coming home soon. Additional program and product information, as well as customer testimonials, can be found at [www.originalworks.com](http://www.originalworks.com).



# Original Works

Art's favorite fundraiser for 24 years!

# ¡MIRE LO QUE VIENE!

## Su Propia Obra de Arte en Productos para Usted y Su Familia

Hola Familia:

Esto es para que usted sepa que nuestra escuela se asocio a Original Works para ofrecer un programa muy especial.

Su hijo creara su obra de arte en la escuela, utilizando el curriculo regular de arte. Usted tendra despues la oportunidad de solicitar una variedad de artículos utiles y maravillosos, todos profesionalmente fabricados y con la obra de arte de su hijo.

**¡Incluye muchos productos de calidad por menos de \$10.00!**

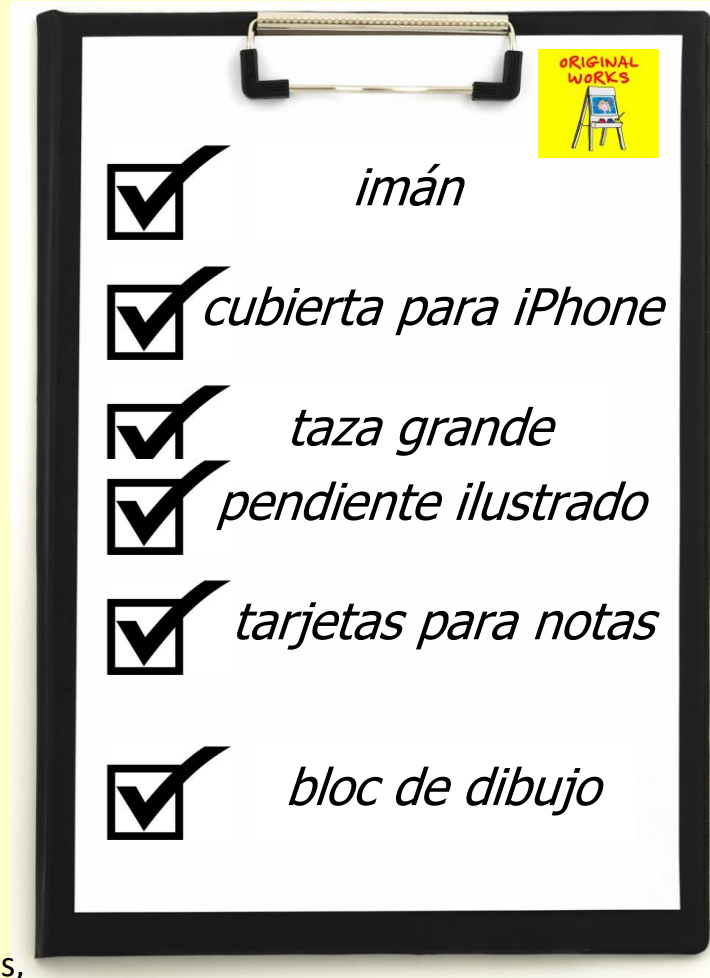
La Original Works programa es una gran manera a:

- ❖ Celebre la creatividad de su hijo.
- ❖ Pedir regalos para cumpleaños, aniversario's, vacaciones, o cualquier ocasión especial.
- ❖ Tener valiosos recuerdos que duren toda la vida.

Espere por mas infomacion llegando a su casa en breve. Puede encontrar Informacion adicional sobre el programa y los productos, asi como testimonios de clientes, en [www.originalworks.com](http://www.originalworks.com).

## Original Works

**El recaudador de fondos para el arte favorito durante 24 anos!**





# ORIGINAL WORKS WEBSITE ICON EXPLANATION

The E-Marketing Kit includes an [Original Works](#) Website icon that links to our website page.

This will enable parent or student visitors to your school or district website to link directly to our site for more information on our programs and products.

The website icon is located in the Customer Care section of our website. To download, have your website administrator follow these steps:

- 1.) Select Customer Care Center from the side-bar of our website – [www.originalworks.com](http://www.originalworks.com).
- 2.) Enter the password CCC1314.
- 3.) Go to Downloadable Guides and Forms.
- 4.) Scroll down to the E-Marketing Kit section. This is the last section on the page.
- 5.) Place cursor over the icon and then right mouse click.
- 6.) On the menu that pops up, select “copy”.
- 7.) Select the appropriate location for the icon and choose “paste”.
- 8.) After pasting the icon in the appropriate location, the hyperlink may need to be re-entered. To re-enter the hyperlink, right mouse click on the icon, choose Hyperlink from the menu and then enter the hyperlink: [www.originalworks.com](http://www.originalworks.com).

## ORIGINAL WORKS CARTOON EXPLANATION

The E-Marketing Kit includes an Original Works cartoon. The cartoon provides a creative and fun way to promote the program by stressing the ease, selection and value associated with shopping for gifts through the Original Works program.

The cartoon is saved as a PDF File. It may be printed and distributed along with your Look What's Coming Letter. Alternatively, it may be included in the parent packages you send home, or sent as an attachment as part of an e-mail campaign.

The cartoon is located in the Customer Care section of our website. To download, please follow these steps:

- 1.) Go to our website – [www.originalworks.com](http://www.originalworks.com).
- 2.) Select the Customer Care Center from the side-bar of our website.
- 3.) Enter the password CCC1314.
- 4.) Go to Downloadable Guides and Forms.
- 5.) Scroll down to the E-Marketing Kit section at the bottom of the page.
- 6.) Select Comic Strip.pdf.
- 7.) Copy the file to your system for printed or electronic distribution to your students.