

Coordinator Guide

Online atHome

2021-2022



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

Getting Started



- ☐ Read your Coordinator Guide
- ☐ **If art is being done in the classroom:** 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
- ☐ Send "Look What's Coming" letter home to families

Create Artwork



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

Send Home Instructions



- ☐ Send families the instructions for uploading their artwork and placing their orders online

Families Order



- ☐ Families follow the instructions for uploading artwork and placing their online orders

Orders Ship



- ☐ All orders are shipped directly to families.

Online Support

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

Login

Password:

CCC2122

(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
www.originalworks.com/customer-care

☐ **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 Customer Care Center and visit the eMarketing section.

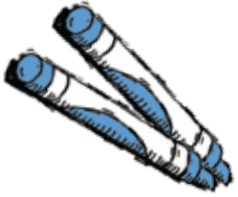
Visit the Customer Care Center for more graphics and ideas!

Art Instructions

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

For best results we recommend...

Crayons • Watercolors • Markers • Tempera Paints • Photos • Paper Collages



Be sure that students press hard for a rich color!



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



For best results, fill the entire paper edge-to-edge.



Black is great for outlining. Just please no fluorescents!



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



We suggest that you avoid using:

- Glitter of any kind** – no glitter crayons, markers, glue or paint. No sprinkled glitter
- Fluorescent, brights and metallics**
- 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**
- Poor quality construction paper**. This does not reproduce true to color

Helpful Art Tips

Please follow these simple tips to create great art for lasting memories.



Handprint 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!

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**. A great way to check is by placing your hand on them. Does color come off or does it feel sticky, if so, we will not be able to process them.

Colored Pencils & Crayons

Remind artists to press down hard when using these. Darker, bold colors reproduce best.



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.

Art Paper:

- 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.

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

- Keeping details such as names, date 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.

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

Orders

1. Ordering Instructions.

- You will receive an email with your Ordering Instructions (*see sample below*)
- Share these instructions with families

2. Families Order.

- Families follow the provided instructions to upload their images and place their orders

3. Orders are shipped.

- All orders are shipped directly to families for a nominal fee

4. Profits.

- Your profit check is sent at the conclusion of your program

Instructions



CREATE a great piece of art (or two), and save the images to your phone or computer. Do you have a favorite photograph? They work great too!

For full instructions on how to upload and save your images, art instructions and tips on creating great art, please visit: www.originalworks.com/atHome

Visit: <http://store.originalworks.com>



Click MY ACCOUNT

- If you have previously registered - Sign-In
- If you are new customer - Create an Account



Click MY ARTWORK

- Click Browse/Choose File to locate the image(s) you want to upload
- Select the image and click the Open button
- Click the UPLOAD button to add the image to your account. You may upload multiple images following these steps.
- Select the image orientation from one of the four rotation options. Click SAVE

Click OUR PRODUCTS

- Choose the product you would like to purchase
- Choose your artwork



ADD TO CART

- Follow the prompts to Continue Shopping or Proceed to Checkout

CHECK-OUT

- Follow the on screen instructions for checking out
- To ensure that your school receives credit for your order, please include your school code in the box located after the shipping method.



Your School Code:

SHIP Your order will be shipped directly to the address you provide

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, please contact our Customer Service Team at
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.

	PRODUCT	COST	QTY.	\$ AMT.
1	15 oz. Grande Ceramic Mug	\$ 17.75		
2	Wooden Coasters (Set of 2)	\$ 13.00		
4	Aluminum Key Chain – Single	\$ 8.00		
5	Gift Box Ornament	\$ 19.95		
6	11 oz. Ceramic Mug	\$ 15.50		
7	Beverage Hugger	\$ 10.75		
8	Silver Snowflake Ornament	\$ 22.50		
9	Holiday Snowflake Ornament	\$ 22.50		
10	Tile/Trivet	\$ 19.50		
11	Wreath Ornament	\$ 19.95		
12	Lens Cloth (Set of 2)	\$ 10.75		
13	Mini Art Easel	\$ 9.75		
14	Kitchen Towel	\$ 17.75		
15	Tote/Grocery Bag	\$ 21.00		
16	Pot Holders (Set of 2)	\$ 19.95		
17	Mouse Pad	\$ 13.00		
18	Oven Mitt	\$ 15.50		
19	Pillowcase	\$ 18.00		
20	Quilt Block	\$ 6.50		
21	Make-A-Pocket	\$ 6.50		
22	Single Mask	\$ 11.25		
23	Set of 2 Masks	\$ 19.50		
24	Decal Stickers	\$ 7.50		
25	Magnet	\$ 6.00		
26	Open Date Planner	\$ 21.00		
27	Notecards (set of 8)	\$ 13.00		
28	Calendar Magnet	\$ 13.75		
29	8" x 10" Matted Print (white)	\$ 10.00		
30	11" x 14" Matted Print (black)	\$ 15.75		
31	Memo Pad	\$ 7.50		
32	Sketchbook	\$ 15.50		
33	Journal	\$ 12.75		
34	Mini-Magnet 4-Pack	\$ 9.75		
35	Purse Mirror	\$ 6.75		
36	Notecard Bonus Set (Set of 24)	\$ 30.00		
37	Variety Magnet Package (3)	\$ 17.50		
38	Mega Magnet Package (12)	\$ 41.50		
39	Women's V-Neck T-Shirt- <i>Please circle:</i> S M L XL XXL	\$ 21.00 \$ 27.00		
40	Youth T-Shirt- <i>Please circle:</i> S (6-8) M (10-12) L (14-16)	\$ 18.00		
41	Adult T-Shirt- <i>Please circle:</i> S M L XL XXL	\$ 18.00 \$ 25.50		
42	Night Light	\$ 21.25		
43	Adult Apron	\$ 18.75		
44	Wall Art Clings – Poster	\$ 15.00		
45	Wall Art Clings- Set of 3	\$ 15.75		
46				
47				

Visit us online at store.originalworks.com to see our full product line

Shipping & Handling Charges		Product Subtotal	\$
Purchase total	S/H Fee	Shipping & Handling	\$
Up to \$15.00	\$ 3.95	Purchase Total	\$
\$ 15.01 - \$ 25.00	\$ 5.95	*Tax where applicable	\$
\$ 25.01 - \$ 50.00	\$ 7.95	TOTAL DUE	\$
\$ 50.01 - \$ 85.00	\$ 8.95		
\$ 85.01 - \$ 120.00	\$ 9.95		
\$ 120.01+	\$ 10.95		

* We collect sales tax in the following states: CA, CO, FL, GA, HI, IL, IN, IA, MD, MN, MI, NC, NE, NJ, NY, NV, SC, TN, TX, VA, WI

Customer Information

Name:
Street Address:
City, State, Zip:
Daytime Phone Number:
Email Address:
SCHOOL Name or CODE or (if applicable):

Shipping Address (if different):

Name:
Street Address:
City, State, Zip:
Phone Number:

Payment Information

☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DISCOVER

We are unable to accept multiple payments on a single order.

We are unable to accept cash or check payments.

Credit Cards only.

Account/Card #	
CSC Code:	Expiration Date:
Signature	

In the event that the order total was not calculated correctly, Original Works reserves the right to use the corrected order total amount when processing your credit card.

Artwork:

To view our artwork instructions, please visit:
www.originalworks.com/artwork

Description of Artwork:

Instructions:

Send artwork, payment information & completed form to:

Original Works
54 Caldwell Road
Stillwater, NY 12170

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