

CREATE



ANTICIPATE



ORDER



CELEBRATE

Your 2016-2017
Coordinator's Guide
to a successful

Original Program

with

Original
Works



See page 2 for
details on how you
can enter & win!

Welcome!

We are so excited that you've chosen to run an Original Works program this season! This guide will take you through the process step by step to ensure a successful program. And, if at any point you have a question on something not covered in this guide, our Customer Service Team is anxiously waiting for your call!



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Program Overview

Create Artwork

- Use the 8 ½" x 11" paper we provide for best results
- Refer to the Art Guidelines for recommended media

Label Back of Art

- Use a pencil so it won't show through!
- Mark the orientation by putting a "T" at the Top
- Include: Student Name, Grade, Teacher & School

Prepare Packets

- Print & make copies of your "Dear Family Letter"
- Place the letter & artwork into the pre-stuffed packets you received

Send Home

- Send home your family packets including artwork
- Be sure you are staying on schedule!

Collect Orders

- Artwork, order form & payment is returned to school

Prepare Orders

- Tape white copy of order form to back of Artwork
- Organize by class & grade

CONTEST DETAILS

Enter our Coordinator Contest and you Could be a winner!

It's easy ...

1. Read & review the contents of this guide.
2. Visit www.originalworks.com/cc
3. Take the quiz.

All quizzes with perfect scores will be entered into weekly random drawings.

Each winner will receive a lifetime supply of glitter. Just Kidding!

Actually, each winner will receive a \$25 gift card that can be used towards your invoice, or for products of your choice.

Ship

- Complete Form D
- Use prepaid label

Your Supply Box

If you are reading this guide, then chances are you received and opened your supply box! This box contains everything you're going to need to run a successful program. All you need to add is students ...

What's included:

- * Art paper
- * Pre-stuffed family packets (order form & brochure)
- * 1 Prepaid UPS label (stapled to pink paper be sure to put this in a safe spot!)
- * Art Guidelines
- * Marketing Kit: Product samples or folders & labels, Posters

Questions? Missing something? That's what our awesome Customer Service Team is for. And, because they want to be sure your program runs smoothly, they will be emailing periodic tips and reminders to you throughout the program. Can't wait to hear from them? You can connect with them by calling 800.421.0020 or email cs@originalworks.com

Program Promotion

Students will be working hard to create their masterpiece, so you'll want to be sure to promote the program to families. Remember, the more you promote, the more your profits will grow!

Ensure your program is a success.

- * Create colorful, fun artwork that parents will want to preserve.
- * Check out our free lesson plans if you need some inspiration.
- * Create excitement with your students by following these promotional tips...

Ways to promote the program.

- * Display the posters provided in your supply box in prominent areas where parents & students will see them.
- * Include program information & deadlines in school announcements & communications.
Promote the program via your school website, social media sites & newsletters.
- * Copy & distribute the Look What's Coming Letter provided in this guide.
- * Create an eye catching display of sample products.

Need additional promotional tools & ideas?

Check out our eMarketing Kit & other resources in our Customer Care site.

originalworks.com/customer-care

Login
Password:
CCC1617
(Use capital C's)

Create Great Art

This is the best part, creating a masterpiece that families will cherish. Over the years we have found that the more excited the students are about their project, the more excited families are. Creating a bright and colorful artwork that will reproduce well onto our products is easy, when you follow our Art Guidelines. Just remember, to have fun and celebrate creativity! After all, it really is all about the art!

Helpful Hints

- * Use the art paper provided in your supply box
- * Fill the entire sheet of paper with color
- * Use bright, bold colors
- * Keep important details 1" from the edge
- * Have your artists "sign" their artwork, remembering to keep it 1" from the edge
- * Mark the orientation of each artwork. This can be done by placing a "T" at the top on the back, using pencil
- * Label the back of each artwork with the school, student name, grade & teacher

Save for Another Project

- * Playing on the edge- Keep important details at least 1" from the edge as they could be cut off during reproduction.
- * Fluorescent colors
- * Metallic art media
- * Chalk & oil pastels
- * Abrasives/3D materials
- * Glitter
- * Construction paper- this type of paper doesn't always reproduce true to color
- * Paper that is not 8 1/2" x 11"

MEDIA WE LOVE

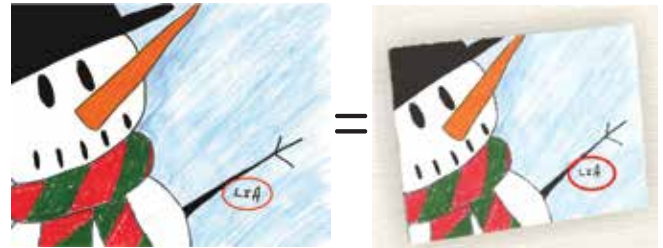
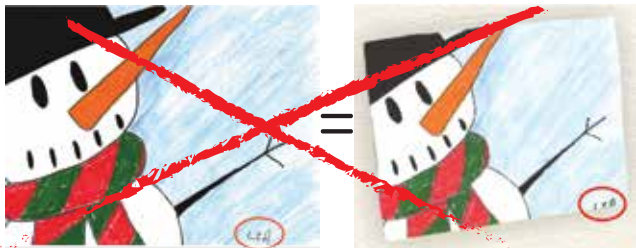
* Markers * Tempera Paints * Crayons * Water Color Paints * Paper Collage *



Pencil lines will show on finished products. We suggest adding a colorful border to your paper.



Avoid a small image in the center of the paper as it can look unfinished. Instead add a background to fill the page.



Names, dates, etc. should be placed at least 1" from the edge of the artwork. Many of our products are considered "full bleed". If details are too close to the edge, they could be trimmed or cut off during reproduction.

For complete instructions, please refer to the Art Guidelines at the back of this guide.

You can also visit: originalworks.com/artguides

You can find lessons plans on our Pinterest site or Online at: originalworks.com/customer-care

Orders



One Order Form per Artwork

Product	Item #	Qty	\$ Amount
10 oz Ceramic Grande Mug	1		
Bulb Shaped Ornament -NEW!	4		
11 oz Ceramic Grande Mug	5		
Journal	6		
Magnet	9		
Night Light	10		
Quick Note Dry Erase Magnet - NEW!	11		
Journal	12		
Journal	13		
Journal	14		
Journal	15		
Journal	16		
Journal	17		
Journal	18		
Journal	19		
Journal	20		
Journal	21		
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Journal	94		
Journal	95		
Journal	96		
Journal	97		
Journal	98		
Journal	99		
Journal	100		

Once student art is completed, it is packaged and sent home to families for ordering.

* **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. **We recommend using colored paper that parents will be sure to notice.**

* **Prepare family packets.** Place the completed artwork & Dear Family Letter in the pre-stuffed packets found in your supply box. Your Dear Family Letter was emailed to you when your program was confirmed. Please contact our Customer Service Team for questions. **Recruit some volunteers or older students to help with this.**

* **Collect orders.** Families will return artwork, Order Form & payment. **Remember- checks are made out to the school!**

* **Prepare orders for shipment.** Tape the white copy of the Order Form to the back of each corresponding artwork. Organize the artwork in folders by class & grade (your finished products will be packed the same way, making for easy distribution). We recommend placing the artwork/orders in a large plastic bag to protect it from any weather while being shipped. **Please don't send the individual poly bags back. Keep them and recycle them for another project!**

* **Shipping Form D.**(Page 10) Complete & return with your orders.

* **Shipment.** Using the prepaid UPS label found in your supply box, send the artwork, orders & shipping form to Original Works. Give the package to any UPS driver OR take it to a UPS store or authorized UPS facility.

Shipping Questions

If you have shipping questions, do not contact UPS directly. Our Customer Service Team can help! 800.421.0020

Stay on schedule!

IF orders arrive AFTER your scheduled date, order processing will be delayed until the next processing slot becomes available.

Late or Additional Orders?

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

Late or Additional orders are common, and we love to process them. All of these orders earn the **same profit** as your primary order, and your first round of Late/Additional orders are shipped back for free! Subsequent orders are subject to a nominal \$10.00 shipping & handling fee.

* **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 that we can retrieve the art.
- Should you require an order form, a blank one is provided on Page 9.

* **Shipping Form C.** (Page 8) Complete & return with your orders.

Specific delivery dates for late/additional orders can not be guaranteed.

Product Distribution

Your orders have arrived, and it's time to distribute products.

- ✦ **Orders arrive.** Orders are shipped and will arrive at your school based on the scheduled delivery date on your program confirmation.
- ✦ **Coordinator envelope.** A white coordinator envelope is included in Box #1 of your shipment. This envelope contains your Order Recap Report and any artwork that could not be processed during order phase.
- ✦ **Student packages.** Each package contains the child's original artwork/order form, products ordered & care instructions. Ceramic mugs, travel mugs & place mats will be labeled & packaged separately in the shipping box.

Customer Service: "Fix-It"

Although we thoroughly inspect all orders before shipping, occasionally a less than perfect order gets through. We call this a Fix-It, and if it occurs with one of your orders, our friendly Customer Service team is standing by to assist.

- ✦ **Product issues.** If your order/product meets one or more of the following criteria, a "Fix-It" should be submitted.
 - Material defect: e.g.: hole in t-shirt, chipped tile or mug . . .
 - Incorrect product: e.g.: ordered a sketchbook and received a journal.
 - Improper reproduction: e.g.: artwork is reproduced upside down on product.
 - Missing product: you were invoiced for a product but it was not received.
- ✦ **Shipping Form F.** (Page 7) Complete & return.

Do I need to send the artwork back in?

YES ...

- Color quality issue
- Image blurriness
- Incorrect image

NO ...

- Missing item
- Damaged item
- Incorrect item made

When in doubt, consult our Customer Service Team.

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.



All artwork is reproduced "as is." We cannot be responsible for "fixing" custom products if our Art Guidelines are not followed.

Customer Service: 800.421.0020
Monday-Friday 8:00am-4:30pm EST.

INTERNAL USE ONLY

CODE: _____

RECV'D BY: _____

DATE: _____

Shipping Form F

Fix-It

Organization Information: *Please complete all information*

Organization:		School Account Code:	
Address:			
City:	State:	Zip:	
Contact:		Phone: ()	
Please note any 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) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)		
Description of art:			
Product:	Problem:		
Student Name:		Teacher:	Grade:
Order Form #:	Artwork Orientation (choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)		
Description of art:			
Product:	Problem:		
Student Name:		Teacher:	Grade:
Order Form #:	Artwork Orientation (choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)		
Description of art:			
Product:	Problem:		
Student Name:		Teacher:	Grade:
Order Form #:	Artwork Orientation (choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)		
Description of art:			
Product:	Problem:		
Student Name:		Teacher:	Grade:
Order Form #:	Artwork Orientation (choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)		
Description of art:			
Product:	Problem:		
Student Name:		Teacher:	Grade:

Send to: ORIGINAL WORKS

INTERNAL USE ONLY:

CODE: _____

RECV'D BY: _____

DATE: _____

Shipping Form C

Original Program Additional Orders

This form MUST accompany your additional orders.

Organization Information: *Please complete all information*

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

Orders: *Please submit original artwork and order form for any artwork that is not on file. One order form per artwork. Use this section if ordering more products from a previously processed artwork. You do NOT need to resubmit the artwork for these orders.*

Order Form #:	Artwork Description:		
Is artwork (<i>choose one</i>) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)			
Product:	Product:	Product:	

Order Form #:	Artwork Description:		
Is artwork (<i>choose one</i>) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)			
Product:	Product:	Product:	

Order Form #:	Artwork Description:		
Is artwork (<i>choose one</i>) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)			
Product:	Product:	Product:	

Order Form #:	Artwork Description:		
Is artwork (<i>choose one</i>) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)			
Product:	Product:	Product:	

Order Form #:	Artwork Description:		
Is artwork (<i>choose one</i>) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)			
Product:	Product:	Product:	

Billing Options: *Original Works will provide free shipping & handling for the first shipment of additional orders. All subsequent additional order shipments will be subject to a \$10.00 shipping & handling fee.*

If your school or organization requires a **Purchase Order** to be issued to Original Works please provide: *PO # is: _____

Please select one:

- Send Profit Check.** We are sending 100% of the money collected and will receive our profit check within 10 business days of order processing. **Please make check payable to: Original Works * Check #: _____ Check Amount: \$ _____**
- Exact payment.** We have tallied all of our orders and are sending in the exact amount. The tally will be confirmed by Original Works. **Please make check payable to: Original Works * Check #: _____ Check Amount: \$ _____**
- Invoice.** Please tally all orders then send us a final invoice. We understand that payment of the invoice is due in full upon receipt. * **Please email invoice to: _____ or fax to: _____**

Send to: ORIGINAL WORKS

Building 1 • 54 Caldwell Road • Stillwater, NY 12170 • 800-421-0020 • fax 518-580-0639



One Order Form per Artwork

Office Use Only V H

Student Name: (First & Last)	Email:
Teacher/Grade:	Phone: ()
School/Organization:	State: City:

All artwork is reproduced as is. Details such as names or dates that are closer than 1" from the edge may be cut off during production. Place "T" on the back of the artwork in pencil to indicate top.

The artwork must accompany this Order Form.

Product	itm #	Qty.	\$ Amount
15 oz. Ceramic Grande Mug	1		
Wooden Coasters (2)	2		
Keychain	3		
Brass Holiday Ornament - NEW!	4		
11 oz. Ceramic Mug	5		
Snowflake Ornament	6		
Tile/Trivet	7		
Wreath Ornament	8		
Magnet	9		
Night Light	10		
Quick Note Dry Erase Magnet- NEW!	11		
Journal	12		
Travel Mug- Stainless Steel	13		
Placemat- NEW!	14		
Pendant- Magnetic Jewelry	15		
Notecards (8)	16		
Calendar Magnet	17		
Matted Print	18		
Removable Wall Art, Poster Size - NEW!	19		
Memo Pads (2)	20		
Sketchbook	21		
Mini Magnets (4) <i>Fits our magnetic pendant</i>	22		
Purse Mirror	23		
Removable Wall Art (Set of 3) - NEW!	24		
Pot Holders (2)	25		
Mouse Pad	26		
Quilt Block	27		
Pillowcase	28		
Tote/Grocery Bag	29		
Garden/Decorative Flag	30		
T-Shirt Youth Small (6-8)	31		
T-Shirt Youth Medium (10-12)	32		
T-Shirt Youth Large (14-16)	33		
T-Shirt Adult Small	34		
T-Shirt Adult Medium	35		
T-Shirt Adult Large	36		
T-Shirt Adult XL	37		
T-Shirt Adult XXL	38		
Notecard Bonus Set (24)	39		
Magnet Package	40		
Office Package	41		
Writer's & Artist's Package	42		
Original artwork is returned.		Total Due	\$

Youth sizes tend to run small. If in doubt, we suggest that you order the next size larger.

INTERNAL USE ONLY:

CODE: _____

RECV'D BY: _____

DATE: _____

Shipping Form D

Original Program Order Phase

*Please submit original artwork & order forms.***Organization Information:** *Please complete all information*

Organization:		Account Code:	
Address:			
City:	State:	Zip:	
Contact:		Phone: ()	
Note any weekdays you will be closed:		# artworks included:	

Billing Options:*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 and pre-payment of the order is required.*If your school or organization requires a **Purchase Order** to be issued to Original Works in order to be invoiced please provide:***The Purchase Order # is:** _____ to be referenced on the invoice.*Please select one:*

- Send Profit Check.** We are sending 100% of the money collected and will receive our profit check within 10 business days of order processing. **Please make check payable to: Original Works**
* Check #: _____ Check Amount: \$ _____
- Exact payment.** We have tallied all of our orders and are sending in the exact amount. The tally will be confirmed by Original Works. **Please make check payable to: Original Works**
* Check #: _____ Check Amount: \$ _____
- Invoice.** Please tally all orders then send us a final invoice. We understand that payment of the invoice is due in full upon receipt.
* Please email invoice to: _____ or fax to: _____

PLEASE CONSULT YOUR BUSINESS OFFICE FOR YOUR LOCAL SALES TAX STATUS AND ORGANIZATION'S TAX POLICY

TAX STATUS: If your school is in: **CA, CO, FL, GA, MD, MI, NC, NJ, NY, SC, TN, TX or VA** please review the following and check the appropriate box:

- We are TAX EXEMPT and our tax form is attached, has already been submitted, or will be faxed or mailed. We understand that without a tax exempt form on file, we will be charged sales tax.
- Purchases made by this organization are TAXABLE. We will be charged tax based on the SCHOOL COST of the products.

It is the responsibility of the organization to increase the PRICE TO FAMILIES to cover any tax liability.

Send to: ORIGINAL WORKS
Building 1 • 54 Caldwell Road • Stillwater, NY 12170
800-421-0020

Look What's Coming!



Hello Family!

Our school has teamed up with Original Works to offer a very special program. In the next few weeks, your child will be creating their own special artwork for this project. Then you will have the opportunity to order a variety of useful items, all professionally made and **featuring your child's very own artwork!**

Why Join in the Fun?

- ★ Purchase personal gifts & keepsakes.
- ★ Celebrate your child's creativity.
- ★ Fun products under \$10.
- ★ Support our school.
- ★ Many  products.

**Keep checking
inside those
book bags.
Complete details
coming home
soon!**

Visit www.originalworks.com for additional program & product information.

Echen un Vistazo a lo que Sigue



Estimada familia:

Nuestra escuela ha unido fuerzas con Original Works para ofrecerles una oportunidad muy especial. Su hijo o hija realizarán su propio trabajo artístico en la escuela. Entonces ustedes tendrán la oportunidad de ordenar una gran variedad de útiles productos, todos ellos elaborados profesionalmente, **en los que aparecerá el trabajo artístico de sus hijos.**

5 Estupendas Razones para Participar:

- ✦ Adquirir obsequios y recuerdos personalizados.
- ✦ Celebrar la creatividad de sus hijos.
- ✦ Productos divertidos por menos de \$10.
- ✦ Apoyar a la escuela.
- ✦ Nuestros productos están hechos en Estados Unidos.

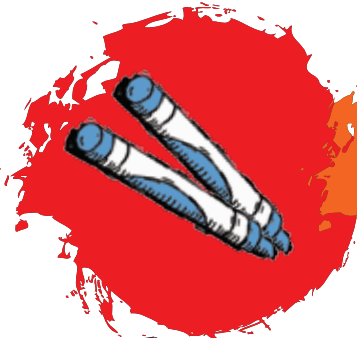
**Estén pendientes
de recibir más
información en
casa, muy pronto**

Visiten www.originalworks.com para obtener información adicional acerca del programa y los productos.

Art Guidelines

Creating great art is key to a successful program. Based on our experience, we've put together some tips for you to follow.

What works best



Crayons

Be sure that students press hard for a rich color!



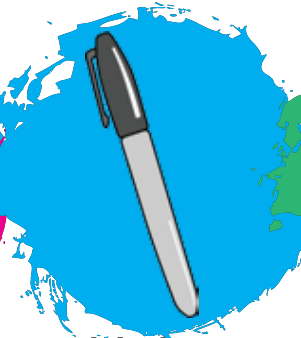
Watercolors

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



Paper

Use our paper for the best results.



Markers

Bright bold colors reproduce best. Black is great for outlining. Just remember no fluorescents!



Tempera Paint

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

Tips & Tricks for best results



If creating hand-print art, fill the entire sheet of paper with color

Keep important details like names or dates, 1" from the edge



Bold colors & borders add fun & interest



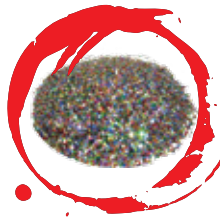
Fill all of the space edge-to-edge

Be sure to glue everything well so pieces are secure. (We'd hate for a roof to fall off a house while it's being shipped here.)



Skip the Glitter!

We don't like to put restrictions in place, however there are few things that we just can't accept. Here's the low down on the items that make the "Do Not Use" list ...



Glitter

Glitter is like a curse word on our production floor! The pretty sparkle it has when added to your art project, isn't so pretty when scanned for reproduction. The reflection of the light can cause it to appear as dark specs. Those sparkles get into our equipment, and that's not so pretty either! So, please save the glitter for another project.

Fluorescent and Metallic

Again, they may look shiny & bright on paper, but they do not reproduce with the vivid brightness as do markers & paint. Often colors will come out dull, or not true to color (i.e. pinks will look purple.) To avoid disappointment, we ask that you skip the glow & shine and stay with more traditional colors for this project.



3D and Abrasives

Abrasives are just that ... abrasive. Sand, salt, globs of glue/paste can create scratches on our equipment, which will in turn appear on products. 3D objects (cotton balls, foam cutouts and those crazy googly eyes) are not 3D when reproduced. Actually they can cause shadowing and become flattened during our production process.

Chalk and Oil Pastels

We are sure you know what a mess it can be working with pastels. Often in transit, they can smudge and stick together, and create an even bigger mess. 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 or we will not be able to process them.**



Trademark and Copyright images

Based on federal regulations, we can't accept any Trademark or copyright images. This includes cartoon characters (Disney, Nickelodeon etc.) and trademark logos (Nike, Pepsi etc.) Images that are cut from magazines & books used in paper collages, are also a no-no. We encourage you to be creative, Please don't send in pages torn from a coloring book.

It's all about the paper.

We highly recommend that you use the free high-quality art paper that we provide. However if you don't wish to, there are a few "rules" that we have:

- Size matters! All paper must be 8 1/2" 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. If you must use construction paper, please ensure it is a high quality paper. We still can't guarantee a completely accurate reproduction even with the high quality paper, however the better paper does tend to reproduce more acceptably.

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...)
- Adding a 1" colorful border to help younger artists stay within the area.
- If pencil guide is drawn, be sure that it is completely erased, otherwise it will appear on finished products.



REMEMBER TO ...

Flip over artwork and using pencil add artist's name, school, class & grade to the back of the artwork.

Mark the "Top" with a T to ensure correct orientation.