

# Online Direct



Your key to  
a successful  
program



# Coordinator *guide*

[www.originalworks.com](http://www.originalworks.com)

518.584.9278

Customer Service: [cs@originalworks.com](mailto:cs@originalworks.com)

General: [info@originalworks.com](mailto:info@originalworks.com)

Finance: [finance@originalworks.com](mailto:finance@originalworks.com)

2023-2024  
**Original  
Works**

# Getting started

**Welcome!** As the Coordinator of your program, you play an important role. To have the most successful program, please read this guide and keep it handy for reference.

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## Supply box

Your supply box has arrived! This box contains what you need to run a successful program.

1. Review the contents. If you are missing anything, reach out to our Customer Service Team right away.

### What's inside?

- **Program Checklist** to keep you on track
  - **Art Instructions**- Share with anyone involved in the creation process
  - **Art Paper**- This can be found in reams of 250 sheets, and/or individual packed sheets.
  - **Signature Template**- New tool designed to help keep details 1" from the edge
2. Your schedule was emailed to you. If you do not have it, please contact your Account Manager or our Customer Service Team.

# Prepaid *postage label*



Your prepaid UPS return service label may arrive printed in your supply box. If it is not in your box, you will receive an email that has your label. Please print the label and securely tape it to the box when you send your artwork and orders.

Can't find it? Contact our Customer Service Team

## Coordinator *care*

The Coordinator Care Center is available 24-7 and has everything you need to run your program.

From important documents, forms and lesson plans to FAQ's, videos and program promotion ideas, it's all available online for you to access anytime!

Visit: [www.originalworks.com/customer-care](http://www.originalworks.com/customer-care) **Password: CCC2324**

## Program *promotion*

While students are busy creating their masterpieces, it's time to start promoting your program. The more excitement you can build with the students, staff, and families, the more your profits will grow!

### PROMOTE!

#### ○ Look What's Coming Letter

Send home copies of the letter and share it on your website & social media. Copies are at the back of this guide and in the Coordinator Care Center

#### ○ Tell Everyone

Announce the program in your school newsletter, on your website and/or social media sites.

#### ○ Get Excited!

Talk about the program. When students are excited about the program, they are more likely to share and talk about it with their families.



## eMarketing Tools

### We've made promoting your program easy!

Visit the Coordinator Care Center online for ideas, templates, graphics and much more!

Checkout these tabs:

- ★ eMarketing Kit/Promotion
- ★ Image & Video Library
- ★ Social Media Promotion

[www.originalworks.com/customer-care](http://www.originalworks.com/customer-care) **Password: CCC2324**

# Student *labels*

To ensure that we have the proper student data setup for your school's gallery, we create a student label from the information that you provide. **Each student artwork requires a label** before it can be uploaded to your Online gallery. We can only accept 1 piece of artwork per student for the Online Gallery.

## File types accepted

- Microsoft Excel
- .csv
- .numbers (mac users)

## Information required

- Student First Name
- Student Last Name
- Teacher
- Grade/Class

## Preparing the information to send

- Please include all students/grade in one (1) list.
- Each grade/class should follow the next one in order.
- **Do not** break grades/classes out into individual tabs or sheets.

## Student privacy

We understand that student privacy is of utmost importance. Student first names & the first two letters of their last name appear in the Online gallery. This is done to protect the privacy of each student.

## Submitting your data


- Email your data to:  
*gallerylabels@originalworks.com*
- Include your school name in the subject line along with "label file" ie: *Caldwell Elementary label file*

## Receiving your printed labels

- Original Works will create and print your student labels.
- Labels will be sent to the school in your supply box or via USPS mail.

### Example of correct data formatting:

First Name	Last Name	Teacher	Grade
Mary Grace	Crumley	Garcia	1
Bryson	Diaz	Garcia	1
Ethan	Dorsey	Matthews	2
Clay	Forster	Matthews	2
Dylan	James	Donnelly	3
Julie	Kneeshaw	Donnelly	3

 **New or additional students?** If you have new students or students starting class after the Student Labels have been created and sent to you, please complete and email a copy of the "New Student Label Form" found at the back of this guide. Please do not assign a number for these students.

 **Questions?** Contact our Customer Service Team at 518.584.9278 or [cs@originalworks.com](mailto:cs@originalworks.com)

# Art Instructions

Creating GREAT art is the first step to a successful program. Please review our art instructions and share with everyone that will be involved in the creation process.



Choose these for your project

Markers  
Tempera or Acrylic Paints  
Crayons (press hard)  
Paper Collages  
Photos  
Bold Intense Watercolors  
Black Marker for outlining

These create the best results



Do NOT use these

**These will NOT be processed:**


Glitter of any kind  
Abrasives (sand, salt, etc.)  
3D materials  
Scratch art/Scratch board  
Copyright/trademark items

**We highly recommend not using these:**

Chalk\* (must be sprayed)  
Oil Pastels/Cray Pas\* (must be sprayed)  
Colored or lead pencil (too light)  
Fluorescent, Neon & metallics (do not reproduce true to color)

## Paper:

 **All paper should be 8 ½" x 11".** We recommend a paper weight of 60-70#


 Construction paper often does not reproduce true to color. Blues can look purple, blacks can be green, etc.


## Copyright:

**We cannot accept copyright images, due to copyright laws**

This includes: images, logos, brand names, emojis, video, cartoon & anime characters, stickers, magazine and newspaper prints. If you are unsure we recommend you do another project.

## Please Note!

 We capture the entire 8.5" x 11" artwork and reproduce it. Slight cropping occurs during manufacturing.

 All artwork submitted is captured "as is." We cannot be held responsible for remaking custom products if art instructions are not followed.

# Art Tips!

**Rub your hand across the artwork. We will not process them if:**

 Color comes off or it feels sticky or scratchy

 There is glitter or chalk

**Hold the artwork across the room. Can it be seen clearly?**

 Yes - Great! Your art will reproduce well.

 No - Darken areas that are too light to be seen. Outline details with marker.





Fill the entire art paper.  
Don't create unfinished drawings.



Keep names, dates and important details 1" from edge.  
**Cropping can occur during reproduction**



Secure all pieces of collages to ensure they don't fall off.



Add a 1" border to keep details from edges. Erase pencil guides.



Do not create thin or uneven borders.



Use bright, vibrant colors. Pencil and lightly colored art will appear washed out on products.



### \*Chalk & Oil Pastels

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**. *If they are sticky, or color comes off on your hands, they will be returned unprocessed.*

## Create art that sells!

- ▲ Skin tones must be heavily covered and opaque as possible
- ▶ Recolor & repaint any lightly colored areas
- ▼ Erase unwanted marks, pencil lines and smudges
- ▼ Trim excess paper that hangs over the edge of the paper
- ▲ Consider using a black marker to outline details
- ▼ Have artists sign and date their masterpiece (use our Signature Template to avoid the edge)

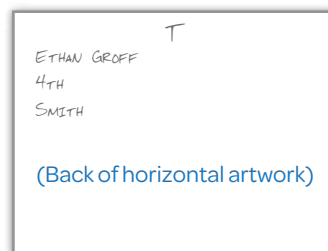
## Completing the project

### ✓ Identify the artwork

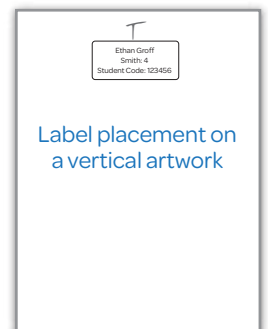
- ✓ **Using pencil** - write the artist's first and last name, teacher and grade on the **BACK** of the artwork
- ✓ Applying labels? Apply the label to the **BACK - TOP** of the artwork **after** the artwork has been completed

### ✓ Artwork orientation

- ✓ **Using pencil** - place a "T" on the **BACK - TOP** of the artwork to ensure proper orientation



(Back of horizontal artwork)



Label placement on a vertical artwork

# Scan phase

Once students have completed their masterpieces, it's time to create your Online Gallery.

## 1. Artwork

- Verify that the artwork has the correct student label affixed to the BACK
- Mark the orientation. Place a "T" on the back to indicate the TOP of the artwork
- Please follow the art instructions and ensure the art being submitted complies.
- **Missing Student Label**
  - If any artwork is missing it's label, please complete the New Student Label form and email to: [gallerylabels@originalworks.com](mailto:gallerylabels@originalworks.com)
  - In pencil, write the student name/grade/teacher on the back & place in a separate folder

## 2. Organize

- Organize artwork in folders by class & grade
- Please put any art that needs to be labeled together in a folder at the front of the stack

## 3. Shipping

- Complete Shipping Form G & return with artwork
- Using the provided prepaid UPS label, send to Original Works
- Bring the package to any UPS shipping center location



*for safe travels, put all of the artwork folders into a large plastic bag*

### Important Dates

Send Art to OW:

Order Deadline:




Stay on schedule. If your art arrives AFTER the scheduled date, processing will be delayed until the next slot becomes available. We cannot guarantee delivery dates for late arriving art.

**Please note:** Any artwork that does not follow our art instructions will be returned and will not appear in the Online Gallery. Once your Gallery is created, we are unable to add additional pieces of artwork.

# Order phase

Once the artwork has been received, scanned and uploaded into your gallery, families can begin ordering!

## Ordering Instructions

- Once your Gallery is active we will email your Ordering Instructions and mail you printed copies
- Distribute the Instructions to families.

## Orders

- Families follow the instructions sent home and place their orders online.

## Shipping

- We process the orders as they are received and ship them directly to the address provided by each customer

## Manual/Paper Orders

- A Manual Order Form is available for families who are unable to order Online and/or for students who did not submit artwork during the scan phase but still wish to order.
- Collect the Manual Order Forms (and artwork if it was not submitted during scan phase).
- Complete Shipping Form M and submit everything to Original Works.

## Payment & Profit

- Families pay for their orders online using a Debit or Credit card
  - We are unable to bill the school for orders
- At the end of your program, we will calculate your profit and mail your profit check

# Additional orders

Additional and late orders are common. Your Online Ordering program will reopen after your initial order deadline for additional orders.

## Online Orders- Artwork already in your Gallery

- Families can place new/additional orders directly online if their student's artwork was previously uploaded

## Manual/Paper Orders - Artwork not in your Gallery or families unable to order online

- Collect order forms and artwork if required
- Complete Shipping Form M
- Ship to Original Works



**Delivery dates for additional orders are not guaranteed for specific arrival dates.**

*If you are running a fall program additional orders are not guaranteed for delivery before your holiday break. They may ship in January.*

# 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, our Customer Service team is ready to assist!

## 1. Issue resolution

- Families contact Original Works Customer Service directly.
- Our team will work to resolve any problems and if required, ship new products directly to the customer

## 2. What is a "Fix-It"?

- If the order/product meets one or more of the following criteria:
  - ★ Material defect: broken mug, chipped tile, hole in towel etc.
  - ★ Incorrect product: ordered a magnet and received note cards
  - ★ Improper reproduction: artwork is upside down or the wrong image
  - ★ Missing product: you were invoiced for a product but never received it.

## 3. What is not a "Fix-It"?

- We produce Artwork "As Is", and do not modify the artwork in anyway.
  - ★ Examples include:
    - ★ We cannot remove pencil lines or ink that has come thru from writing on the back of the art
  - ★ The entire 8 ½" x 11" piece of artwork is captured. This means:
    - ★ If there is a lot of empty or white space on the paper, there will be a lot of empty or white space on the product
    - ★ A small drawing will be a small image. We do not "zoom in" or crop to the image
    - ★ The image on the product is reproduced in proportion with the product it's on.
  - ★ Details missing that were drawn 1" or closer to the edge
  - ★ Images appearing too light or too small on a product

## Customer Service Team



518.584.9278



cs@originalworks.com



8:00 am- 4:00 pm EST



**Please review and follow Art Instructions. We can not be held responsible for redoing products that do not comply with our stated art instructions.**



# Questions & answers

Still have a question about the program? We've put together the most commonly asked questions and answered them here. If you still have a question, contact our Customer Service Team

## What if a student has more than one artwork they would like to submit?

Due to space constraints, **we only allow one artwork in the gallery per student.** If a student has more than one artwork that they would like to order from, they should select the artwork they would like posted in the gallery (affix the label to the back and send to us) and place their Online order using that artwork. The second artwork could then be submitted to us separately as a manual order. ***\*Please note*** that when submitting a second artwork as part of a Manual Order, do not use the Student Code that was assigned to the first artwork. We will assign a new code to the artwork when it is received.

## What if a student misses the deadline for uploading artwork to the gallery?

If a student misses the deadline for uploading their artwork to the gallery, their image will not appear in the gallery. They may still participate in the program by submitting their artwork with a manual order during the order phase of the program.

## What if I need to submit additional labels for students who arrive after the program has started?

If you are ready to submit your artwork and find you require additional labels, please complete the New Student Label Form and email it to [gallerylabels@originalworks.com](mailto:gallerylabels@originalworks.com). Place the artwork in a separate file folder marked "Needs Labels" and send it with the rest of the labeled artwork. We will generate the labels and affix them to the artwork prior to processing. Please do not assign a number to these artworks.

## What happens if artwork is changed after it is uploaded to the gallery?

All orders placed Online will use the artwork images found in the gallery. If a student has changed their artwork (i.e., added a name, date or some other change to the artwork) after the gallery setup was completed, **we can not go back and re-upload changed artwork to the gallery.** Families should submit their changed artwork with a manual order form. ***\*Please note*** that when resubmitting artwork as part of a Manual Order, do not use the Student Access Code that was assigned to the first artwork. We will assign a new code to the artwork when it is received.

## A family is having trouble ordering online. Is there another option besides the manual order?

Our Customer Service Team is standing by Monday-Friday from 8am - 4pm EST and happy to take orders over the phone. Customer Service can be reached at 518-584-9278



# Look What's Coming!

## Art-based Fundraiser

### *Creative Opportunity*

An opportunity to support your child and our school through the Original Works program.

### *Capture a Memory*

Order custom keepsakes featuring your child's very own masterpiece.

### *Learn More*

More information about this exciting program is available online:  
[www.originalworks.com/parents](http://www.originalworks.com/parents)



Be on the lookout for ordering information coming home soon!

# Mira lo que viene!

## Recaudación de fondos basada en el arte

### Oportunidad creativa

Una oportunidad para apoyar a su hijo ya nuestra escuela a través del programa Original Works.

### Capturar un recuerdo

Pida recuerdos personalizados con la obra maestra de su hijo.

### Aprende más

Más información sobre este emocionante programa está disponible en línea:

[www.originalworks.com/parents](http://www.originalworks.com/parents)



¡Esté atento a la información sobre pedidos que llegará pronto a casa!

# Form: New Student Labels

## Online Ordering Programs

If you have new students starting class after the Student Labels have been created and sent to you, please complete this form.

- Please provide student first & last name, grade, and teacher/classroom on the back of the artwork in pencil so that we can correctly match up the artwork when it is received.
- Please place these artworks in a separate folder marked “needs label” so that we can easily identify them when artwork arrives. We will generate label(s) and then affix them to the artwork when it arrives.

Email to: [gallerylabels@originalworks.com](mailto:gallerylabels@originalworks.com)

[illegible]



**For Internal Use**

CODE \_\_\_\_\_

Rec'd By \_\_\_\_\_

Date \_\_\_\_\_

**Shipping Form G**  
Online Direct Ordering Program | Artwork**Complete and include this form with your artwork****School/Organization**

School/Organization Name:

School Code:

Shipping Address:

City:

State:

Zip:

Contact Name:

Phone #:

Weekdays you will be closed:

**Artwork Details**

# of Artwork Sent:

Number of classes:

**Important Information**

- Please ensure that the Student Labels provided by Original Works are affixed to the BACK of each artwork and that a "T" is placed in pencil at the TOP of each artwork to indicate proper orientation
- Original Works cannot accept late artwork for the scan phase of the program
  - Late artwork can be submitted with the order phase of the program, refer to your coordinator guide for instructions

**Shipping Information**

- ☐ Please do not send artwork in individual bags
- ☐ Organize by teacher/grade
- ☐ Use the provided prepaid UPS return service label
- ☐ Drop off at any UPS shipping center location
- ☐ Send to:  
Original Works  
54 Caldwell Road  
Stillwater, NY 12170  
518.584.9278



**For Internal Use**

CODE \_\_\_\_\_

Recv'd By \_\_\_\_\_

Date \_\_\_\_\_

**Shipping Form M**  
Online Ordering Program | Manual Orders**Complete and include this form with your artwork & orders.****School/Organization**

School/Organization Name:

School Code:

Shipping Address:

City:

State:

Zip:

Contact Name:

Phone #:

Weekdays you will be closed:

**Artwork/Orders**

# of Artwork/Orders Sent:

**Instructions**

- To be included in your main order phase, please ship orders so that they arrive 2 days prior to your order deadline. If they arrive after the deadline they will ship at a later date, with your Additional Orders
- If artwork has already been uploaded to the Online Gallery, you do not need to send it. Please verify the correct Student Code is provided on the Order Form
- If artwork has not been uploaded to the Online Gallery, it must be sent in. We are not able to add the artwork to the Online Gallery
- Attach only 1 order form per artwork, taped to the back of the art
- If the artwork being submitted is a second artwork for a student, do not include the Student Code from prior artwork. We will assign a new code when it arrives
- Payment information must be included on the order form. We can only accept credit card payments, we are unable to bill the school/organization
- Send to:  
Original Works  
54 Caldwell Road  
Stillwater, NY 12170  
518.584.9278

**For Internal Use**

CODE \_\_\_\_\_

Recv'd By \_\_\_\_\_

Date \_\_\_\_\_

**Shipping Form F**  
Fix-It**Complete and include this form with your additional orders****School/Organization**

School/Organization Name:		School Code:
Shipping Address:		
City:	State:	Zip:
Contact Name:		Phone #:
Weekdays you will be closed:		# of Artwork Sent:

**Instructions**

- Complete the information below. Order Form # and Description of art are required from processing

**Fix-It**

Order Form #:	Artwork Orientation: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)
Artwork description:	
Products & Quantity & Problem (ie: 1 Grande Mug, Broken Handle):	
Student Name/Teacher/Grade:	

Order Form #:	Artwork Orientation: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)
Artwork description:	
Products & Quantity & Problem (ie: 1 Grande Mug, Broken Handle):	
Student Name/Teacher/Grade:	

Order Form #:	Artwork Orientation: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)
Artwork description:	
Products & Quantity & Problem (ie: 1 Grande Mug, Broken Handle):	
Student Name/Teacher/Grade:	

**Shipping Information**

- Sending artwork? Mail to: Original Works, 54 Caldwell Road, Stillwater, NY 12170
- No artwork to mail? Email the completed form to: lawfi@originalworks.com