

# COORDINATOR GUIDE

YOUR KEY TO SUCCESS



2018-2019



[www.originalworks.com](http://www.originalworks.com) • 800.421.0020

# 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

## Submit Teacher List

- Submit your spreadsheet containing Teacher Name & Grade information.

## 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 family envelopes

## Send Home

- Be sure to stay on schedule
- Send home family envelopes containing the artwork and the "Dear Family Letter"
- Parents following the ordering instructions and place their orders online

## Collect Orders

- Artwork and receipt is returned to school

## Prepare Orders

- Check that each artwork has Student Name, Teacher, Grade and Artwork Id or receipt on BACK
- Organize by class and grade

## Ship

- Ship on schedule
- Complete Shipping Form H
- 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
- Family envelopes
- 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](http://originalworks.com/customer-care)

## ONLINE SUPPORT



## TEACHER LIST

To set up your online store, we only require a list of your teachers by grade. This information is needed to make online ordering easier, and facilitate packaging of the orders by student, teacher, and grade.

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

	A	B	
1	Teacher	Grade	
2	Smith	1	
3	Robinson	1	
4	Fuller	1	
5	Hall	2	
6	Stevens	2	
7	Brooks	2	
8	Johnson	3	
9	Evans	3	
10			

Sample format

# 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 or on the next page of this guide.

### **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 a set of Marketing Tools for you.

Be sure to login to the Customer Care Center and click on Online Express

[www.originalworks.com/customer-care](http://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](http://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 custom ordering information and pricing.**
- Print and copy.

## 2. Prepare family packets.

- Place the completed artwork and Dear Family Letter in the family envelopes found in your supply box.
- Fill out the information on the envelope flap for easy classroom distribution. Affixing a pre-printed label also works well.

## 3. Store Opens

- Your “store” will open on the “Send Artwork Home” date listed on your confirmation. Families will not be able to order prior to that.

## 4. Families Order Online.

- Following the instructions on their Dear Family Letter, parents will place their orders online, write their Artwork Id on the back of the art, print a receipt, attach it to the back of the artwork and return it to school.

## 5. Collect orders.

- Families will return artwork and receipt/order information

## 6. Prepare orders for shipment.

- Be sure that each artwork has the Artwork Id, student name, teacher, and grade written on the back and/or the receipt attached.
- Organize the artwork in folders by class & grade (your finished products will be packed the same way, making for easy distribution).

## 7. Shipping Form H.

- Complete & return with your orders.

## 8. Shipment.

- Using the prepaid UPS label found in your supply box, send the artwork, orders, & Shipping Form H 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 and Dear Family Letter 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.

# YOUR ONLINE EXPRESS STORE

Now we will show you everything you need to know about your Online Store!

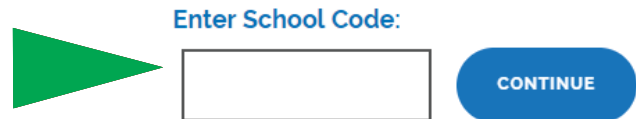
Ordering instructions were provided to families on your Dear Family Letter. This was emailed to you previously. If you did not receive it, or no longer have it, please contact our Customer Service team ASAP and a new one will be sent.

## ONLINE ORDERING INSTRUCTIONS

1. Go to [www.originalworks.com](http://www.originalworks.com)
2. Click on EXPRESS in the top navigation



3. Enter your School Code: SCHOOL CODE This is case sensitive and should be entered as shown on the Dear Family Letter

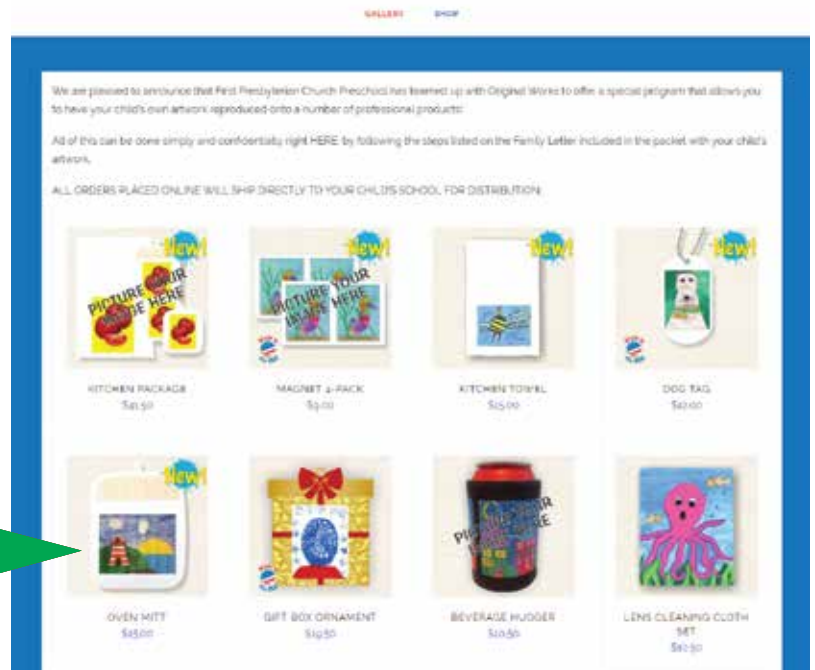


4. Click CONTINUE

Families will be able to view all products and pricing. Clicking on the product opens a full product description.

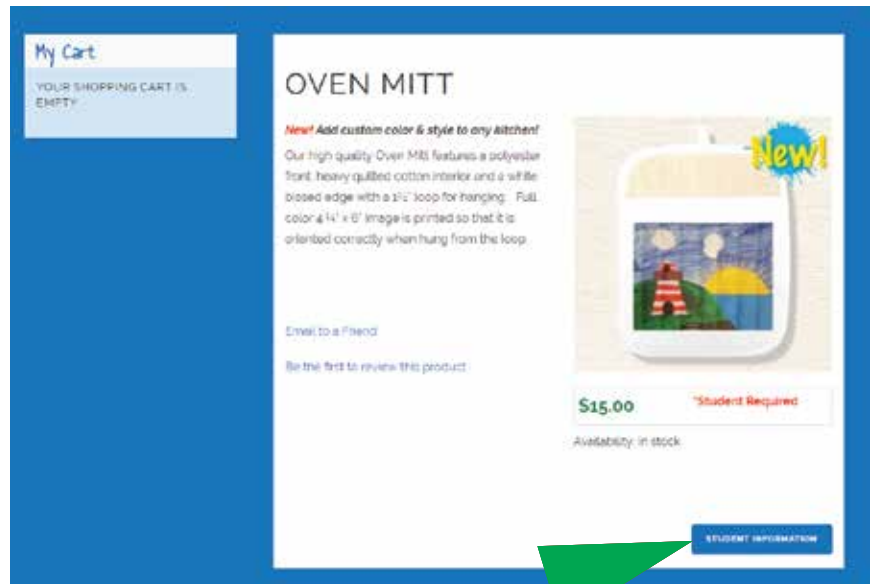
Because the artwork has not yet been submitted and scanned, families will see sample artwork images displayed on each of the products.

5. Click on a Product you wish to purchase



## To place your order:

6. Click STUDENT INFORMATION



- Complete the required fields
  - Student- First Name
  - Student- Last Name
  - Teacher Name *(The teacher name/grade will appear as part of a drop down menu.)*
  - Image Alignment *(Selete Horizontal or Vertical)*

7. Click CONFIRM STUDENT

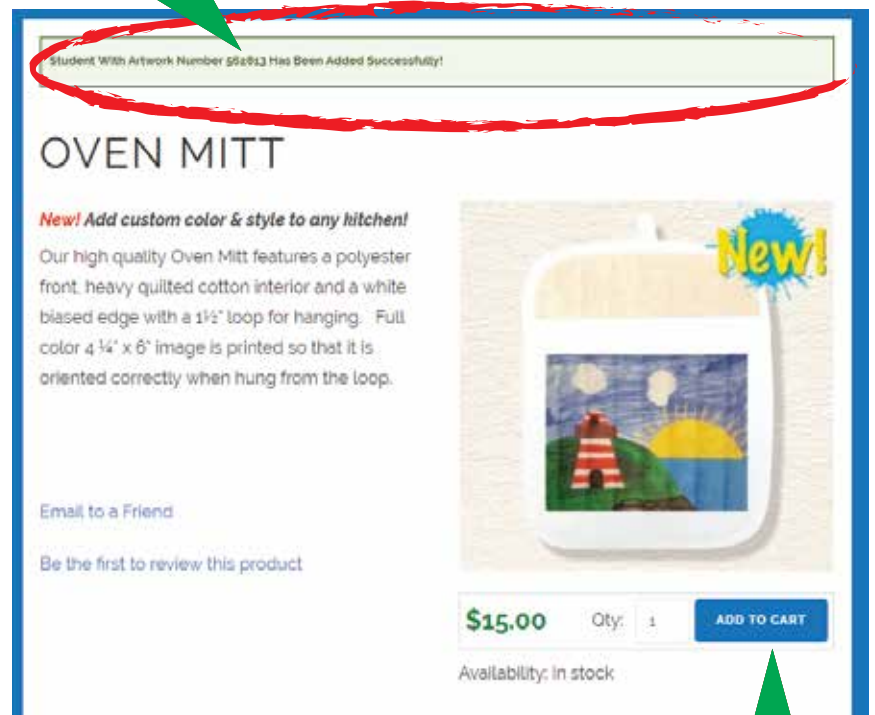
A green box will appear at the top of the next screen.

**Write the 6 digit Artwork ID listed in the box on back of the artwork in pencil.**

*This number is used to match the artwork to the orders when it arrives for processing. Failure to include this number on the back of the artwork could delay production of the order.*

8. Select the Quantity to order

9. Click ADD TO CART





## SHOPPING CART- NEXT STEPS

Once an item has been placed in your shopping cart, there are 4 options available. If you are done with your transaction click PROCEED TO CHECKOUT and follow the prompt.

OR



**1.**

*Continue to order additional products from the same artwork.*

**2.**

*Order products using a NEW artwork. This can be a 2nd artwork from the same student OR another student.*

**3.**

*Update your cart if a qty. was changed or an item removed.*

## 1- CONTINUE WITH ARTWORK

Choose this option to order additional product(s) from the current artwork. When finished click PROCEED TO CHECKOUT to complete your order, or CONTINUE WITH NEW ARTWORK to continue your order with a different piece of artwork.

## 2- CONTINUE WITH NEW ARTWORK

Choose this option when:

- A parent has more than 1 artwork from the same student for which they would like to place an order.
- A parent has more than one student participating in the program and would like to place an order for each of them using their own artwork.

Clicking this button will return you to the Products Page.

Follow Steps 5 -9

Be sure to record the new 6 digit Artwork Id on the back of the new artwork.

When finished with all orders for all artworks, click PROCEED TO CHECKOUT

## 10. Complete Checkout Information

11. A receipt containing the order detail is also generated and should be printed.

The receipt includes the order number, products ordered, and the 6-Digit Artwork Id assigned to the artwork.

- If more than one artwork is included as part of an order (i.e., a parent is ordering for two children), the 6-Digit Artwork Id will print on the order receipt for each artwork.

- The parent/student writes the 6-Digit Artwork Id on the back of the artwork, attaches the receipt to the back, and returns the artwork to the school. All artwork must have the 6-Digit Artwork Id and/or the receipt attached in order to be processed.

- If a parent/student does not have access to a printer, they can write the student name, teacher, grade and 6-Digit Artwork Id on the back of the artwork and submit it to the school by the order deadline.

# COORDINATOR PANEL ACCESS

As the coordinator of an Online Express Program, you can take advantage of the Coordinator Panel feature. The panel provides access to order information, allowing you to track orders and compute revenue and profit.

## Returning Coordinator? Already registered?

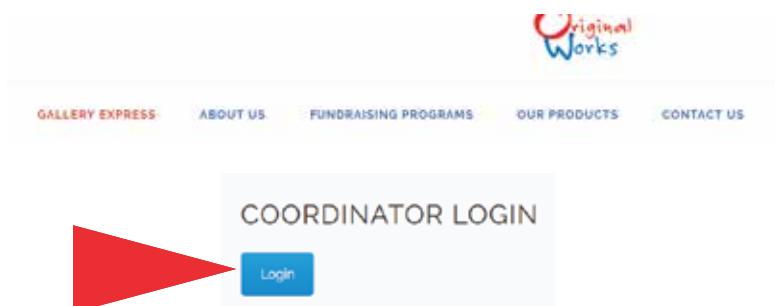
If you have coordinated an Online Gallery program in the past and registered at that time, or placed an order in our eStore and registered, you may skip to Step #2. If you have not registered in the past, or your information (email, school code, etc.) has changed since your registration, please complete a New Registration.

## New registration?

If you have not registered in the past, or your information has changed, you will need to create an account so you can access your panel. Below are the steps:

### 1. Register

- Go to [www.originalworks.com](http://www.originalworks.com)
- Click on “EXPRESS” from the top navigation
- Scroll down the screen to the Coordinator Login. Click “LOGIN”
- Click CREATE AN ACCOUNT
- Complete the registration form.



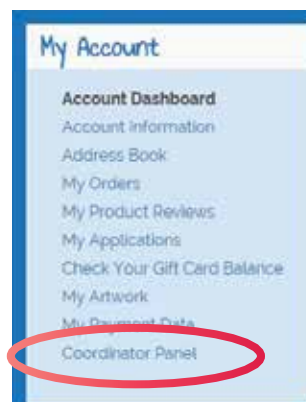
### 2. Notify Original Works

- Once you have registered, email [OWYHQ@originalworks.com](mailto:OWYHQ@originalworks.com) and let us know you have registered.
- Include your school account code/name when notifying us.
- Original Works will activate your panel and notify you when complete.

*Please note that access to your Coordinator Panel may not be available immediately, as it is only available AFTER your store is open.*

### 3. Access your panel

- Go to [www.originalworks.com](http://www.originalworks.com)
- Click on “EXPRESS” from the top navigation
- Scroll down the screen to the Coordinator Login. Click “LOGIN”
- Enter the email and password in the “Registered Customers” section
- This will open your Account Dashboard
- “Coordinator” Panel is the last option



# NAVIGATING YOUR COORDINATOR PANEL

Control Panel  
School Galleries  
Artwork

## PROGRAM COORDINATOR CONTROL PANEL

### ORDERS SUMMARY

School	Total Retail Sales	Tax	Shipping & Handling	Net Retail Sales	Wholesale Sales	Profit	Actions
Caldwell Elementary	\$5,712.20	\$313.70	\$183.75	\$5,214.75	\$3,478.50	\$1,736.25	<a href="#">View</a>

## Control Panel

Provides a summary of all orders received, including total retail sales and profit earned.

Click **VIEW** to see order details.

### SCHOOL ORDERS

School	Order ID	Customer Name	Order Date	Total Items	Grand Total	Status	Actions
Caldwell Elementary	100407394	Amy R Sapiota	Apr 3, 2017 10:20:23 PM	2	\$27.99	Complete	<a href="#">View</a>
Caldwell Elementary	100404160	Christie Bogle	Mar 15, 2017 5:54:13 PM	4	\$52.17	Complete	<a href="#">View</a>
Total Retail Sales					\$5,712.20		
Tax					\$313.70		
Shipping & Handling					\$183.75		
Net Retail Sales					\$5,214.75		
Wholesale Sales					\$3,478.50		
Profit					\$1,736.25		

## School Orders

Displays a summary of each order, including the Order ID, Date & Total. The bottom portion of the screen provides a summary of the total sales.

Click **VIEW** to see individual order details.

### ORDER #100404160 - COMPLETE

View Order

About This Order  
Order Date: March 15, 2017

**BILLING ADDRESS**  
Jennifer Goff  
54 Caldwell Road  
Stillwater, New York, 12170  
United States  
T: 518-584-9278

**PAYMENT METHOD**  
Credit Card

Credit Card Type: American Express  
Credit Card Number: \*\*\*\*1234  
Processed Amount: \$38.17

**ITEMS ORDERED**

Product Name	SKU	Price	Wholesale Price	Qty	Subtotal
LENS CLEANING CLOTH SET Artwork Id: 101010 Custom Artwork: 	LDNS	\$20.99	\$10.00	Ordered: 1	\$20.99
KITCHEN TOWEL Artwork Id: 101010 Custom Artwork: 	TDK	\$10.99	\$5.00	Ordered: 1	\$10.99
MAGNET 4-PACK Artwork Id: 101010 Custom Artwork: 	4PK	\$10.99	\$5.00	Ordered: 1	\$10.99
Subtotal					\$42.97
Tax					\$4.20
Grand Total					\$47.17

## Order

Displays complete detail on each order, including the assigned Artwork Id.

*If a child submits an artwork without this information, you can look it up here. You will need to know the name of the person that placed the order.*

Control Panel  
School Galleries  
Artwork

## SCHOOL GALLERIES

ID	Name	URL Key	Artwork Count	Status	Actions

## School Galleries

If you are the Coordinator for multiple schools, they will be listed here, and in your Control Panel.

**Q: What if a family is unable to print their receipt and attach it to the artwork?**

A: We can still process the order if the following information is written neatly on the back of the artwork: Student Name, Teacher Name, Grade & the 6 digit Artwork Id.

**Q: What happens if a family places an order but does not send in the artwork?**

A: If artwork is not received, the order will not be processed and a refund will be issued to the family.

**Q. I received an artwork and it has multiple Artwork Id's on the back. Is that OK?**

A. Yes. There are several scenarios, outlined below where this could be the case.

**Q. What if parents are divorced or another family member would like to place an order?**

A. Multiple people can place orders from a single artwork. Each new order will generate a new Artwork ID, which needs to be written on the back of the artwork. One piece of artwork can have multiple Artwork IDs.

**Q. What if a student has multiple artworks?**

A. This program will allow a family to order from multiple artworks. They will choose the "CONTINUE WITH NEW ART" button from their shopping cart. A new 6-Digit Artwork ID will be generated for the new artwork. This number should be written on the back of the new artwork. This process may be repeated for each piece of artwork they are ordering from.

**Q. What if a family has multiple children in the program? Can they order at the same time or do they have to place two separate orders?**

A. This program will allow a family to order from multiple student artworks at the same time. They will choose the "CONTINUE WITH NEW ART" button from their shopping cart, and enter the next student's name and teacher. A new Artwork ID will be assigned, which they will write on the back of the new artwork. They will follow these steps for each piece of artwork they wish to order from.

**Q. A student returned their artwork, but there is no receipt or Artwork ID on the back? What can I do?**

A. Go to your Coordinator Panel, where you can access all the orders that have been placed. Locate the student order, click View and write the Artwork ID listed on the order on the back of the artwork.

**Q. What if a family misses the deadline for online ordering?**

A. If a student misses the deadline for ordering, and you have not yet mailed your art and orders, they may still participate by submitting their artwork with a manual order form. If you have already mailed your orders, they can participate if you are offering a "Late Order" date. If you have questions about Late Orders, please contact your Account Manager.

**Q. I added the items for multiple artworks to my cart, can I go back and add another item for my first artwork?**

A. Once you have started ordering from a new piece of artwork, you cannot go back and add items to a previous artwork. If a participant wishes to add another item to the first artwork, they should select the CONTINUE WITH NEW ART button. The system will assign a new 6-Digit Artwork Id to this transaction. They would then order the additional item(s) and write that Artwork Id on the original piece of artwork (a single artwork can have multiple Artwork ID numbers).

**Q. What happens if a parent places an order, submits the artwork but the artwork can not be processed?**

A. Original Works will credit the family for their order, and return the artwork to the school with the orders.

***Q. A parent chose “CONTINUE WITH NEW ART” for each item they purchased but actually wanted to purchase from the same artwork, what do we do?***

A. Although a new Artwork ID was assigned to each product, as long as all of the Artwork Id’s are written on the back of the artwork, all items will be produced from that same artwork.

***Q. I have several parents wanting to place an additional order but we already did a “Late order” can we open our store again?***

A. Yes, you can reopen your store for Additional/late orders, multiple times. However, after your first Additional Order, a \$10 fee will be charged for shipping.

***Q. If I don’t want to offer a late order, can parents still order on their own?***

A. Yes, parents can visit [www.originalworks.com/store](http://www.originalworks.com/store) and place a personal order. If they enter your school name/code in the 2nd line of the address field, the school gets credit for it. Note that the prices may vary and they will be charged a shipping fee, as items are shipped directly to their home.

# 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, they will write their new Artwork Id on the back of the artwork and **send the art back in.**
- Should you require a paper order form, one is provided at the back of this guide. *OW will assign an Artwork Id 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](mailto:lawfi@originalworks.com)

When in doubt, please contact your Sales Representative or our Customer Service Team at  
**800.421.0020 • [cs@originalworks.com](mailto: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.