

Preview Magnet

Program



Your key to
a successful
program



Coordinator *guide*

www.originalworks.com

518.584.9278

Customer Service: cs@originalworks.com

General: info@originalworks.com

Finance: 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
- **Signature Template**- New tool designed to help keep details 1" from the edge
- **Art Paper**- This can be found in reams of 250 sheets, and/or individual packed sheets.

2. Your program schedule was emailed to you. If you do not have it, please contact your Account Manager.

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)

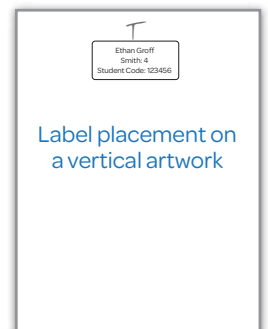
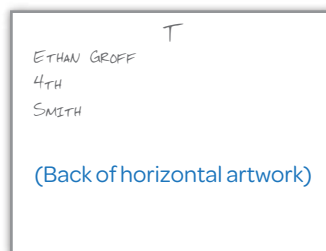
Completing the project

✔ 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



Prepaid postage labels



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

Can't find them? 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 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 Password: **CCC2324**

Magnet *phase*

Once students have completed their masterpieces, they are sent to Original Works where each artwork is reproduced on a Preview Magnet that will be sent home with the option for families to purchase it.

1. Prepare Artwork for Shipment

- Organize the artwork in folders by class & grade (your family packets will be returned in the same way for easy distribution)

2. Shipping Form A

- Complete & return with your artwork

3. Ship

- Using one of the prepaid UPS return service labels, send the artwork & Shipping Form A.
- Take the package to an UPS Shipping Center

4. Late Artwork

- If a student missed the opportunity to submit artwork during the Magnet Phase, they may submit an order and artwork during the order phase
- They will not receive a preview magnet
- Please HOLD the artwork until you send your orders
- We will send you 10 pre-stuffed packets with your Preview Magnet Packets. Add the Artwork to the packet and send it home with that student. Families can order any products they'd like, including a Magnet, and send the ARTWORK and Order Form back to school with their payment.

Important Dates

Send Art to OW:

Send Packets Home:

Order Deadline:

Send Orders to OW:

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

Original Works will reproduce a Preview Magnet for each artwork sent in. The magnets will be packed with an order form, product brochure & pricing letter.

Artwork will be packaged separately and should remain at the school.

Ordering *process*

Orders

1. Send home packets

- Original artwork remains at school

2. Collect orders.

- Families will return order form, payment and unpurchased magnets.
- Record the number of preview magnets sold on Shipping Form B

3. Prepare orders for shipment.

If families are ordering more than the preview magnet:

- We recommend making copies of the completed order forms for your records.
- Match the artwork to the order forms.
- Tape the order form to the back of the corresponding artwork.
- Organize the artwork in folders by class & grade

4. Shipment.

- Complete & return Shipping Form B.
- Using your 2nd prepaid label, send the artwork, orders & Shipping Form B to Original Works.

Preview Magnet Purchases

- Families wishing to purchase *only* the Preview Magnet, simply check the box on line #1 of the Order Form and return the form with payment and keep the magnet.
- You do not need to send us the order forms for Preview Magnet only purchases.
- Keep track of the number of magnets purchased, that number needs to be recorded on Shipping Form B.
- If the magnet is not being purchased, it should be returned to the school.
- Unpurchased magnets should NOT be sent back to Original Works. You will not be charged for these magnets.

Shipping Costs

Completed orders ship free to the school when orders reach \$300 or more in wholesale value. For orders less than \$300 a \$25 shipping fee applies.

Payment

- All payments for orders are made to your school/organization.
- We recommend you deposit all the monies collected.
- Payment is due upon receipt of invoice.
- Your invoice will be emailed to the billing contact listed on your confirmation.

Payments accepted

- ★ Checks made payable to Original Works
- ★ Credit Card. Please call: 518.584.9278 ext 321 or 305
- ★ eCheck payment from the school. We do not accept eChecks from parents.

Product distribution

Celebrate! This is the most exciting time! Your keepsakes have arrived and it's time to distribute.

1. Orders Arrive

- Orders ship based on your confirmed program dates and the arrival of your artwork.
- Orders are organized in the same manner that the artwork/orders were sent to OW.



*Recruit some help with this!
Offer volunteers the opportunity to
purchase items at wholesale prices
as a "Thank You"*

2. Coordinator's Envelope

- An envelope will be at the front of Box #1 of your shipment. It contains:
 - Order Recap Report - this is a break down of your orders by Order Form Number
 - Unprocessed Artwork

3. Student Order Packages

- Each pack contains the student's original artwork, order form, products ordered & care instructions.
- Ceramic mugs are labeled and packed separately in the same shipping box as the artwork.

Additional orders

Additional and late orders are common and we encourage you to send them to us for processing.

1. Collect Orders

- Late orders include both new and re-orders from families who ordered previously
 - If an order was placed already for the artwork, you do not need to send the artwork again. Provide the order form number and description of artwork on Form C.
 - If additional order forms are needed, a blank one is provided at the back of the guide or in the Coordinator Care Center. **OW will assign an order # when it arrives.**

2. Form C

- Complete and send with orders

3. Payment & Fees

- Your first set of additional orders is shipped back to the school for free. Subsequent sets of orders are subject to a nominal \$10 shipping fee.
- Your orders earn the same profit as your primary order!

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

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. 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.

2. Shipping Form F

- Please complete ALL the information and return to Original Works. We will process your Fix It and ship it back to the school.
- If you do not need to send the artwork, you can email the form to lawfi@originalworks.com

★ Do we need to send the original artwork back?


★ YES:


- ★ Color quality issues
- ★ Image blurriness
- ★ Incorrect image


★ NO:

- ★ Item is missing
- ★ Item is damaged
- ★ Incorrect item made

Customer Service Team

 518.584.9278

 cs@originalworks.com

 8:00 am- 4:00 pm EST

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



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

4. Image Retention

- Original Works keeps images on file for a fixed period of time. If you are submitting a Fix-It after the dates listed below, you may be asked to provide the artwork
 - ★ Fall Programs: March 1
 - ★ Spring Programs: September 1



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



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 y a 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



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

For Internal Use

CODE _____

Rec'd By _____

Date _____



Shipping Form A

Preview Magnet 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:
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Important Information

- Original Works cannot accept late artwork for the magnet phase of the program
- Late artwork can be submitted with the order phase of the program, but will not receive a Preview Magnet
- If you are unable to complete the program and send in orders, the school/organization will be responsible for paying 100% of the Preview Magnets produced.

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 _____

Rec'd By _____

Date _____



Shipping Form B

Preview Magnet Program | Orders

Complete and include this form with your artwork and orders

School/Organization

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

Order Details

of Orders Sent: _____

Magnet Details

Total \$ collected for your program: _____

or

of Preview Magnets purchased: _____

Payment Information

- Your invoice will be emailed to you after your products have shipped
- Payment is due upon receipt of invoice
- If you require a Purchase Order # on your invoice, please provide the #: _____
- Questions on your invoice or about payment? Contact finance@originalworks.com

If the total amount of all your orders is less than \$300 wholesale, a \$25 shipping will be added to your invoice.

Shipping Information

- Please do not send orders in individual bags
- Do not return unpurchased magnets. Please recycle or reuse them.
- Organize by teacher/grade, tape Order Form to back of Art (1 Order Form per Artwork, please)
- 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 _____

Rec'd By _____

Date _____



Shipping Form C

Additional Orders

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:

Additional Orders Instructions

- If an order was already placed for the artwork, you do not need to resend it. Complete the information below.
- For artwork that was not previously sent, please send with order form attached.

Orders (for artwork on file)

Order Form #:	Artwork description:
Artwork Orientation: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)	
Order Info. Products & Quantity:	
Order Form #:	Artwork description:
Artwork Orientation: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)	
Order Info. Products & Quantity:	
Order Form #:	Artwork description:
Artwork Orientation: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)	
Order Info. Products & Quantity:	

Payment Information

- Your invoice will be emailed to you after your products ship. Payment is due upon receipt of invoice
- If you require a Purchase Order # on your invoice, please provide the #: _____
- Questions on your invoice or about payment? Contact finance@originalworks.com

Your first set of additional orders ships to the school free. Any subsequent shipments will be subject to a \$10 shipping fee.

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

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:	

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