

# PROGRAM PROMOTION

## THE KEY TO SUCCESS!

### FAMILY REMINDERS

- **Add to Morning Announcements** – “Support our school – order by Friday!”
- **Send Home a Reminder Flyer** – Quick reminder + ordering info = last-minute lifesaver.
- **Use School Newsletters & Emails** – Drop in a graphic and deadline date

SIMPLE WAYS TO MAKE SURE EVERY FAMILY KNOWS—  
AND REMEMBERS—TO ORDER:

*Make the most of your Original Works program by sharing the excitement online!*

- **Post Sneak Peeks** – “Coming soon to [School Name]!”
- **Show Off the Artists** – Post photos of students creating their masterpieces (with permission, of course!).
- **Countdown to Deadline** – Create hype with a “3 days left!” post to remind families to order.
- **Shout Out to Supporters** – Thank your school community as orders come in. “We’re halfway to our goal—thanks to YOU!”
- **Use Stories & Reels** – Quick videos or before/after shots of art and tiles = eye-catching and engaging!

➡ DON'T FORGET TO TAG US AND USE #ORIGINALWORKSART SO WE CAN CHEER YOU ON!

SOCIAL  
MEDIA

school

### REMINDERS THAT STICK (LITERALLY & FIGURATIVELY!)

- Hang Posters
- Teacher Shout-Outs
- Bulletin Board Takeover
- Art Room Countdown
- PA System Announcements

📌 THE MORE THEY SEE IT, THE MORE THEY REMEMBER IT!

### COORDINATOR CARE CENTER

LOGIN TO ACCESS FREE  
MARKETING MATERIALS  
DESIGNED TO SUPPORT  
THESE IDEAS!

PASSWORD:  
CCC2526



PROGRAM  
reward PROGRAM

### Fun Incentive Ideas to Boost Participation & Sales

- 🏆 Top Seller Rewards
- 🎯 Classroom Contests

📢 Promotions to Boost Participation

💡 Pro tip: It's not always about the prize—it's about the spotlight.  
Recognition goes a long way!