





TIPS FOR PROMOTING YOUR PROGRAM

One of the keys to a successful **Original Works** program is properly promoting it to the parents and students at the school. Original Works provides a number of tools to assist you in program promotion. These include posters, the Look What's Coming letter, parent brochures and sample kits, just to name a few. Before launching into the promotion of your program, please take a few minutes to review the tips listed below:

- **Set a specific beginning and ending date for your program.** This is typically done when you confirm the program. Be sure to stick to those dates as doing so will eliminate the possibility that the program will drag on without direction.
- **Don't let the program fizzle.** Use the various tools provided in this kit at different intervals to keep energy and motivation high.
- **Have clearly stated goals.** Communicate them regularly - before, during and after the program. Parents and students are far more likely to participate if they understand the program's goals and how any funds raised will be used. You have an opportunity to state how the funds will be used in the Dear Family Letter, but communicating this more often will only help to reinforce your goal.
- **Recruit volunteers ahead of time.** Ensure a smooth and efficiently run program by recruiting volunteers ahead of time to organize, tabulate and distribute orders. A good rule of thumb is one volunteer for every 100-125 students.
- **Place program posters** in conspicuous locations such as the school entrance, lunch room and main showcase or bulletin board. This will ensure maximum visibility for parents and students alike.
- **The school announcements** offer a regular opportunity to promote the program. A school announcement template has been included in this kit and can be modified to suit your needs.
- **The school newsletter** provides another excellent medium for highlighting the benefits of the program in an efficient and cost-effective manner. A school newsletter template has been created and included in this kit. It may be modified as necessary to suit your needs.

- **Post program information on your school website.** Promoting the program on the website can be a great way to provide program information for your school (i.e., order deadlines, art themes, etc). We have developed an **Original Works** logo that allows students or parents to link from your school site to ours. Please provide this icon to your website administrator. They can insert it on your website and embed a link back to the Original Works website.
- **Follow us on our social media sites.** Becoming a fan of **Original Works** on Facebook, Google + and/or Twitter can be a great way to stay current on our latest announcements, see what others have to say and learn how the **Original Works** program is being used in other schools.   
- **Follow us on Pinterest.** These sites showcase our new products, provide creative art ideas that can be used in the classroom and at home, feature our Art Teacher of the Quarter, and can help you learn more about **Original Works**. 
- **Print and distribute our cartoon.** Alternatively, if you have a student e-mail list, then consider sending the cartoon out as an e-mail attachment in advance of the program.
- **Remember to say “Thank You.”** Once a fundraising campaign is complete, it is important to thank everyone involved. Send notes of thanks, and consider allowing volunteers to order products at the wholesale cost.

LOOK WHAT'S COMING LETTER

The Look What's Coming Letter is included in your Coordinator Guide and may also be downloaded from the Customer Care Website. The letter is available in both English and Spanish and an additional copy of each has been included in this kit. This letter can be an effective tool in communicating with parents and students and can be customized to suit your particular needs.