

COORDINATOR GUIDE

YOUR KEY TO SUCCESS



2018-2019



www.originalworks.com • 800.421.0020

WHAT'S INSIDE ...

Welcome! You have a key role as “Program Coordinator.” Therefore, it is important that you read through this guide early in the process. It will provide you with all the details for a successful program. Please keep it handy!

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PROGRAM OVERVIEW

Supply Box Arrives



- Read the Coordinator's Guide
- Deliver the art paper & art guidelines 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 using your newsletter, social media and website
- Hang posters
- Create an eye catching display of products
- Send "Look What's Coming" letter home to families

Create Artwork



- For best results, use the 8.5" x 11" art paper provided
- Refer to the Art Instructions for recommended media and tips

Label Artwork



- Use **pencil** only when writing on the **back** of the artwork
- Write student name, teacher, and grade
- Indicate orientation by putting a "T" on the back at the "TOP"

Send Artwork



- Ship on schedule
- Complete Shipping Form A
- Use prepaid UPS label

Send Home



- Be sure to stay on schedule
- Send home family packets containing the order form and preview magnet, and information on how to order

Collect Orders



- Order form and payment is returned to school
- Unpurchased magnets are returned to school

Prepare Orders



- Tape the order form to the back of the artwork.
- Organize by class and grade

Ship



- Ship on schedule
- Complete Shipping Form B
- Use prepaid UPS label

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
- Two (2) pre-paid UPS shipping label (stapled to hot pink paper)
Please keep these in a safe spot! You'll need them later.
- Marketing Kit:
 - Product samples or folders/labels
 - Posters

24-7 Access to Online Customer Care!

Log in to the Customer Care Center to access additional resources designed to make your program a success!

originalworks.com/customer-care

ONLINE SUPPORT



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.

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 an eMarketing Kit for you.

Be sure to login to the Customer Care Center and visit the eMarketing section.

www.originalworks.com/customer-care
Password: CCC1819 (Capital C's)

MAGNET PHASE

Once student artwork has been completed, it is 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. **Remember ... please stay on schedule!**

1. Prepare artwork for shipment.

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

2. Shipping Form A.

- Complete & return with your artwork.

3. Shipment.

- Using the prepaid UPS label found in your supply box, send the artwork, orders, and Shipping Form A to Original Works.
- Give the package to any UPS driver OR take it to a UPS store or authorized UPS facility.

ORDERS

1. Family Packets

- Each packet includes the student's preview magnet, order form, product flyer, and "Dear Family" letter with pricing.
- Packets are marked with student first name and first letter of their last name.
- Send family packets home.

Original Artwork arrives packaged separately and remains at the school when family packets are sent home.

2. Collect orders.

- Families will return order form, payment and unpurchased magnets.

3. Prepare orders for shipment.

- Make copies of the completed order forms if you would like them 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 (your finished products will be packed and returned to you the same way, making for easy distribution).

4. Shipment.

- Complete & return Shipping Form B with your orders.
- Using the prepaid label found in your supply box, send the artwork, orders & Shipping Form B to Original Works.

Preview Magnet Purchase

Families wishing to purchase the Preview Magnet, simply check the box on line #1 of the Order Form and return the form with payment and keep the magnet.

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, but we do need to know the number purchased by your families. You'll want to track that total.

If a student missed the opportunity to submit artwork during the Magnet Phase, they may submit an order and artwork at this time. However, they will not receive a preview magnet.

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, artwork does not need to be re-sent, however, they must provide the order form number & description of the artwork from their original order so we can retrieve the artwork on file.
- Should you require an additional order form, a blank one is provided at the back of this guide. *OW will assign an order # 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 orders 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

When in doubt, please contact your Sales Representative or our Customer Service Team at

800.421.0020 • 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.