

# Program Checklist

## To Begin Program

- Establish a Purpose - Make it easy for families to say "Yes!" to your program by defining where the funds will go.
- Get Organized
  - Check to see if you have all the following materials:
    - Parent Letters       Art Instructions       Sample Art
    - Art Ideas       Display Guidelines       Display fliers
  - Call committee members to help with fundraiser. Assign activities:
    - Coordinating the artwork       Promoting       Order taking
    - Delivering the finished products to families.
  - Make sure to request the existing database file of students names from your school. If possible make labels for envelopes.
  - Start collecting grocery bags for sending home completed orders. (We like to promote recycling)
- Meet with Teachers
  - Talk to art teacher(s) regarding a possible theme for artwork - Creating a similar theme among the students creates a sense of unity and can be leveraged into future projects and sales. See "Additional ArtWare Programs" flier.
  - Provide teacher(s) with a copy of enclosed Art Instructions and Art Ideas. We also suggest copying Art Instructions to enclose in order envelopes for families.
  - Have finished art organized by class.
- Advertise and Promote – Successful campaigns require promotion.
  - Set up display - Check out our enclosed display guidelines.
  - Hang flyers and posters and have teachers talk it up with the kids.
  - Copy and send home enclosed pre-order form (space has been left at the top of the page for school letterhead). This letter will help increase sales by preparing families and allowing them to brainstorm gift ideas.

## Sales and ordering

- Copy enclosed:
  - Art Instructions - in case additional art will be created at home.
  - Order Form Letter - with appropriate dates filled in. No more than 2 weeks is necessary for placing orders.
- Stuff envelopes with Art Instructions and Order Forms.
- Either pick up art from teacher(s) or drop off envelopes to them, for inserting art - make sure all students were able to create artwork and all names and class #'s are on back of art.
- Send home envelopes - We have supplied a note to attach to the envelopes for children that may have been absent. And don't forget teachers...they like to order too.
- Send home enclosed reminders within one week.
- Give teachers enclosed "Teacher Reminder" - Teachers have a wonderful way of getting kids excited about programs...this will also help to increase sales.

### Before Sending Your Order to ArtWare

- Take out checks from envelopes.
- Make sure shirt sizes are indicated where applicable.
- Make sure art and any photographs ordered for imprinting are enclosed in the envelope.
- Pack order forms in a box - if you would like to receive them back by class then send them by class.
- Include a 50% deposit check made out to **Art Industries**. We will submit a bill for the balance.
- Use convenient address labels (enclosed) to ship your order to us. ArtWare will be happy to reimburse shipping charges incurred (for ground delivery charges only). Please submit receipt for reimbursement. Allow 4-6 weeks for delivery.

## Delivery

- Decide if orders will be sent home or picked up at school - Use appropriate letter (enclosed) when orders are in house.
- Pack ceramics in provided gift box's - #'s on ceramic items correspond with #'s on orders.
- Plan additional sales - As a thank you, ArtWare has provided your group with additional fundraising revenue ideas. Please see the: "Additional ArtWare Programs" flier.