

Gift Wrap Sales Overview

Duties of Sale Organizers

Spring

Ensure that the school has signed the contract with the gift wrap company. We have used Innisbrook for many years, with good success, and the sales rep is very helpful.

Summer

Review the contract for accuracy. It should specify the dates of the sale, the number of catalogs and other materials needed, the type of order form desired, and the contact information for the school and the sales chairperson. The sale is typically scheduled to start at the end of the first week of school (on the Friday before the Labor Day week end) and to run for three weeks. Confirm these dates with the Principal.

Meet with the sales rep and/or attend the company presentation that is usually available in the Tyson's Corner area. You should receive a packet of company information that describes the fundraiser process in detail. This material will also give tips for advertising and promotions.

Decide if you wish to have the sales rep hold an assembly for the school. This is typically done the first week of school, but the date will need to be approved by the Principal. The assembly definitely gets the students excited and is usually conducted the first Thursday or Friday of school.

Choose the prize "system." Usually you can choose to have students receive one bigger item for all the products sold or to receive smaller prizes at each of several levels of products sold. The second option is definitely more popular with the students.

You should also be able to select whether materials will be delivered to school or to your home. The materials can be quite heavy and have to be moved to school eventually, so it's more efficient to have them delivered there in the first place. Be sure to alert the Principal and/or Secretary of the anticipated delivery date.

The company provides flyers describing the fundraiser that will need to be stapled to each of the catalogs. Review this (in July) with the sales rep to make sure that the information is sufficient and accurate. When the catalogs and flyers arrive, these flyers must be attached.

Coordinate with the Principal and the sales rep to select a delivery date in November (the date must be after November 1st if chocolates are part of the sale as the company won't ship chocolate before this date). Setting the date early gives you the best selection.

Determine school prizes and promotions for the sale (these are in addition to the prizes provided by the company). The Limo Lunch Ride has been very popular as a reward for the sale of 40+ items. It cuts into the profit a little but is well worth it. The Lunch with

the Principal (at McDonalds) proved to be a very effective incentive in 2008 for the sale of 30+ items. We also had prize drawings each week for students who had sold 5+ items (students turned in one ticket for each 5 items sold; from these tickets, 3 winners were chosen each week). This drawing was done after the lunch recess on Friday to serve as continued publicity for the sale.

End of August

Send information to each of the classroom teachers about the sale. Check with the Principal about the best way to contact them. In the past, we have placed flyers in their boxes in the office.

Set up a display of company products. This can be done outside the school office for good visibility by students throughout the day and by parents at Back-to-School Night. A card table can be found either in the EDC area or in the office which can be used for this display. You can also use a tablecloth from the PTO closet if desired.

The company samples include many sheets of gift wrap. These can be used with flyers throughout the school hallways to describe prizes (especially the big incentives, such as Lunch with the Principal and the Limo Lunch Ride).

Place fundraiser information in the newsletter to be distributed the first week of school. Be sure to advertise how the funds raised will be used.

September

Continue to place weekly sales information in the newsletter. Advertise the prizes and the fundraising goal and tell how the funds will be used. You may want to encourage on-line purchases but NOTE: We do not receive 50% profit for all on-line purchases as we do for all catalog purchases.

Coordinate with the PTO President to plan a brief presentation at Back-to-School Night. This will be your only chance to pitch the sale directly to parents.

If conducting weekly drawings for those who sold 5+ items, collect tickets during recess on each Friday and hold the drawing at the end of recess.

During the third week of the sale, use the school announcements to remind students that the sale is ending. Give teachers clear instructions on how to collect money and sales forms. Make sure newsletter updates include end-of-sale alerts and info.

Select a date for the Limo Lunch Ride and the Lunch with the Principal, if these incentives are being used.

End of third week of sale: Collect money and forms and alert parents that you will allow one additional week (or however many days you desire) to get in all additional orders. Emphasize that after this, all orders must be sent in to the company to meet their deadline.

Tally orders, resolve any discrepancies, and send in by the deadline. Forms need to be neat! It's worth taking the time to re-do messy order forms now to avoid errors later. **Make sure all checks have the seller's name on them.** This information will be needed if any checks bounce.

Alert parents of the delivery date, and publicize names of winners of the big prizes (Limo Lunch Ride, Lunch with the Principal). Be sure to take into account internet orders when determining the students who reached the 30+ and 40+ item levels.

Confirm limo date with sales rep as she is the one who schedules the limo.

Early November

Contact a local restaurant to set up the Limo Lunch Ride. Fuddruckers and Cicis are both good options because they are close and they have games. You may be able to get a military or other discount. See if they will reserve tables for you.

Alert parents of the delivery day via the newsletter. Give them at least one week's notice.

Schedule 1-3 helpers for the delivery. Remind Principal of date and need for use of School Hall. When boxes arrive, sort the boxes by grade with your helpers. Tape to each box a notice that tells how long parents have to report any errors (allow NO MORE than one week). These notices can also list any items on back order. You can usually enlist the aid of the Student Council or the 8th grade to get all the boxes up to the classrooms. Check this out in advance. NOTE: Check with the EDC Coordinator about which students' boxes to leave in the School Hall for pick-up.

Place another notice in newsletter that everyone should have received their purchases and have them contact you if this has not happened. As with the notices on the boxes, also give parents the deadline for reporting any errors. Publish this deadline in the newsletter for two weeks (the second time you can tell parents that ALL errors should have been reported by now). Innisbrook is actually very good about making corrections after this one week period, but imposing a strict deadline a good for your sanity.

Send out letters to parents of students qualifying for the special lunches. These letters can also be used to request parent chaperones (consult with Principal to determine how many chaperones will be needed). With the letter, include a permission form for EACH event for which the student qualifies. Allow at least a week for these permission forms to be returned. You may have to follow up with phone calls to get all forms back in time.

Get quarters for the games for the Limo Lunch Ride (check to see if tokens are needed instead; if so, there is no need for the quarters). You will want to distribute these (maybe 12 per student) at 2-3 different times during the lunch so students don't use them all at once.

Conduct the Limo Lunch Ride with students and chaperones. Be sure to take pictures for the yearbook!

Conduct the Lunch with the Principal if this promotion has been offered. Again, take pictures.

Your job is done! Relax and start getting ready for the holidays!

Tips

- Be sure to keep teachers well informed of sale details: start and end dates, prize details, collection of bonus tickets and catalogs, as well as any other pertinent information. You can place informative flyers in their boxes in the office for this purpose. It's also a good idea to provide collection bags for bonus tickets if these are being used.
- Be sure to clear all prizes and incentives with the Principal, including dates and means of distribution.
- You may want to alert parents that not all on-line purchases give 50% profit as do all catalog purchases.
- Tickets for the sale of 5 items can be placed in the newsletter each week. These can simply be the bottom portion of a page with spaces for the seller's name and grade. The seller should fill out one ticket for each 5 items sold. Tickets can be kept week to week so that those who turn in tickets the first week go in the drawing for prizes each of the three weeks.

Prizes in 2008

While our prizes were donated, these expenses can be reimbursed by the PTO.

McDonald's Lunch: cost covered by Mrs. Schlickemaier (about \$200)

Limo Lunch at Cici's: \$140 (donated)

--lunch itself was \$92 (for 12 students and 3 adults)

--Cici's gave us a military discount

--tokens cost \$45 (students received approximately 15 each)

Prizes for weekly prize drawings: \$50 (donated)

--3 glitter pen sets (\$5 each, purchased on clearance)

--2 origami sets (\$10 each at BJs)

--1 other prize (about \$10)

--5 giant Hershey candy bars (\$1 each on sale); these were used the last week just to have extra prizes

In the past, prizes have also included sports-type equipment that is usable by all ages, such as over-sized soft Frisbees and giant bouncy balls. Prizes in general should be something either a boy or girl would like and something which can be used by a broad age range.