



BLUE *Guides, Inspiration, Instructions*

Blue tabs have all the info to get you started, including easy **ARTWORK INSTRUCTIONS** and **DESIGN INSPIRATION** to get your creativity flowing.

We suggest you start with a quick read of the **STEP BY STEP GUIDE**.

PURPLE *Sales + Marketing Tips & Tools*

Purple tabs will guide you to make the most of your fundraiser. Good planning equals great profit and these pages will give you all the **SALES TIPS**, **PROFIT GUIDE** and **MARKETING TOOLS** you need to make it easy.

GREEN *Order Details & Forms*

When you're ready to send us your drawings, this is where you'll find the **ORDER DETAILS FORM** and **RETURN CHECKLIST**.

Coordinator's Guide

How it Works

To get you off to the best start take a quick look at the easy steps below. This will give you a good understanding of the process beginning to end. Plus, our friendly team is always happy to share useful hints or help in any way and we encourage you to call 1300 855 509 or email info@expressions.com.au with any queries.

1) Start promoting and taking orders

- Decide on details of your fundraiser: campaign dates, fundraising margin and what you are fundraising for.
- Place a notice in your newsletter and start spreading the word.
- Display the sample in a common area to give everyone a chance to see the high quality and size.
- Put up posters with the details of your fundraiser.
- Prepare your first Parent Order Letter for distribution – editable letter templates can be downloaded from our website.

2) Get the kids drawing

- Start drawing early, the sooner you return your artwork the better (as each artwork needs to be prepared for print).
- IMPORTANT → follow the ARTWORK INSTRUCTIONS!!
- Everyone that is participating prepares their artwork onto a clean sheet of A4 or A3 paper. Use the whole area for the best results, then we will enlarge artwork to the maximum print area on the tea towel (unless requested not to). Use strong bold markers, textas, coloured pens, paints or even stick down photos.
- Ensure that each child has put their name, class and order at the bottom of the reverse side of the artwork. Use the A4 template provided in this guide or use your own plain paper and record details on the back. .

3) Check ALL drawings

- Check drawings off against a class list to be sure no one is missing. You DO NOT want to forget anyone!
- Check spelling of names, titles and any other text details. Ensure all names are legible and spelled correctly. If any correction needs to be made, use liquid paper to cover mistakes and then re-do.

NOTE: If the pictures and names are not fabulous on the drawing paper, they won't be on the finished product either. Our goal is that everyone is happy with the finished product.

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4) *Send out a reminder for final orders*

- Reminders are mostly welcomed ☺ Last call for orders!

5) *Return your artwork and order details form*

- Complete your Order Details Form including any special instructions.
- Send the drawings flat packed with your order form by post to:
Expressions Australia, PO Box 195, Forestville, NSW, 2087
OR
- Scan your drawings in Full Colour at minimum 300 dpi and upload as .JPG files to our website www.expressions.com.au/upload-artwork
Please label the files well so they are easy to identify.
eg) 01_Jed.jpg, 02_Ella.jpg.

6) *We save and prepare artwork for print*

- Care is taken with every child's artwork. We scan, clean up and scale each drawing to use the maximum print area on the tea towel (unless otherwise noted).
- It will take 1-2 weeks from receiving your artwork for Expressions to scan, size and prepare the artwork for approval. In term 4 allow 2 extra weeks due to the huge Christmas demand, get your artwork in early for term 4 delivery!

7) *Check and approve your artwork & orders*

- A summary of your artwork and orders will be emailed to you for careful checking. Artwork is final once you approve your in writing and no further changes can be made.

8) *We print and ship*

- Once final approval and order numbers are confirmed your products will be printed and ready to dispatch within 7-10 working days. Delivery is via courier and should reach you within 1-7 days dependent on your location.
- Your Tax Invoice will be emailed. Payment is due within 7 days after delivery.

9) *Tally your profit and hand out your keepsakes*

- Your tea towels will arrive with complimentary order bags to help with easy packing and distribution.
Have your order list ready to fill in the details on the bags, such as name and class. You could also pre-prepare printed sticky labels with order details in advance to save time when packing. Each bag can fit up to 5 tea towels.

Artwork Instructions

We recommend nice strong colour and lots of it!

To get started organise an artwork session with your group. Staff may need some help to manage the drawing process. Provide instructions to any helpers. Let everyone involved know why they're doing the artwork and what the end result will be. This really helps to get everyone enthusiastic about the project.

Use the A4 template provided or a plain A4 or A3 sheet. If you are using a plain sheet, ensure you include the contact, child's name, class and order number on the reverse side of the artwork.

Note: Also include order details in a spreadsheet or order tally sheet for your own records.

FULL COLOUR

Use all the colours of the rainbow

Let the kids make use of every colour in their pencil case. Drawings can be done with paint, pencils, marker pens ... the possibilities are endless.

You can also stick down interesting colours using collage. Pieces of coloured paper, magazine cuttings, photographs and swatches of fabric can all create wonderful colour and depth to artwork.

We don't suggest using glitter or metallic pens as the shimmer won't reproduce well. Also, highlighters and faint pencils are not recommended.



Note – the print area of the tea towel is 40x60cm. For the best results we will scale artworks to fit the maximum area unless otherwise noted.

If you DO NOT want your artwork enlarged to fit (e.g. in the case of handprints) we recommend you use an A3 or a larger sheet of paper (to a maximum of 40x60cm) to make use of the whole print area.



IMPORTANT - Check All Pictures

Ensure all the names are legible and spelled correctly. If the pictures and names are not clear on the drawing paper, they won't be on the finished product either. Our goal is that every family is happy with the finished product.

You DO NOT want to forget anyone!

- Check drawings off against a class list to be sure no one is missing.
- Check the spelling of names, titles and any other text detail.

Make each child the star!

Unique prints for everyone.

Your personalised designs can be as imaginative, as creative or as simple as you like.

Full colour photo quality digital print is bright and beautiful. Direct to garment printing makes the creative possibilities limitless.



It's simple....

Step 1 - Decide on which products you want to print.

We only accept 1 fabric colour for each order e.g. white or natural.

The same artwork can be used on all products or supply unique works of art for each.

Step 2 - Get inspired, decide on your artwork and start creating your masterpieces. Designs can be as creative or simple as you like... painting, drawing, collage, photographs are all ok... if you can scan or photograph it we can print it.

Or you might prefer to create a digital file using art-based software or put your graphic design skills to use. Dimensions of print areas are included on the following page.

Step 3 - Post the original artworks to our office OR scan or photograph each child's artwork and save the digital files. If taking a photo avoid shadows and make sure your camera is flat above the artwork so the picture is not angled. A4 or A3 artwork is fine, we will enlarge or reduce it to fit.

We can accept your artwork as a .jpg files, minimum resolution of 300dpi. Each design must be a separate file. Artwork can go to the edge, no bleed or margins are needed. We will resize artwork to the maximum print area, unless instructed otherwise.

Please make sure you name your files well, so they are easy to identify.

Our Products

All our sustainable products are manufactured specifically for us from ethically grown 100% organic cotton in a GOTS (Global Organic Textile Standard) certified factory. We use premium quality heavy weight organic cotton so our products will stand the test of time for many years.

Eco-friendly ink is used for our colour prints in our industrial printer to give worldwide Oeki-Tex 100 certification which is globally accepted for infant and baby wear.

Tea Towels:

Our large premium quality 100% cotton tea towels are made specifically for us to ensure the best print result. All our tea towels are highest quality 250gsm white cotton, thick, soft and long lasting,
Size: 50 x 70cm Print area: 40 x 60cm (artwork can be portrait or landscape)

Carry Bags:

Spacious, sturdy and versatile, our oversized quality cotton drill tote bags are environmentally friendly and are perfect for the library, groceries or as a beach or gym bag.
Size: 40 x 45cm, 10cm gusset and 55cm handles Print Area: 30 x 34cm

Aprons:

Our durable, premium 100% cotton adult size aprons come with an adjustable neck strap. A great personalised gift idea for friends and family who love to spend time in the kitchen.
Size: 85 x 70cm Print Area: 20 x 20cm (print will be placed in the bib area of the apron)

Print Area

Artwork does NOT have to be created to the exact size of the print area as we will enlarge or reduce your artwork to fit prior to printing if needed. It is good however to take note of the dimensions, so you can maximise your print on your finished product.

If you wish to create your artwork to the exact size, the maximum print area of each product is shown below, cut paper or card to fit or set up your digital page using the following dimensions.

Please note: the print area is smaller than the actual product. Prints do not go right to the edge of the products.



Washing Instructions

All print is colourfast, ensure you unfold before washing to prevent fold lines. Care washing your garment will extend its life with a few simple procedures: Cold wash only. Gentle cycle if possible. Do not tumble dry. Dry in shade. Iron on reverse side of printing, never iron directly on the print.

Design Ideas & Inspiration



TIPS FOR SUCCESSFUL SALES

Good planning equals great profit

A guide to make the most of your fundraiser

Tools Expressions Fundraising will provide you:

- ✓ **product sample**
- ✓ **posters**
- ✓ **order letter templates**
- ✓ **coordinator's guide**
- ✓ **digital suite of images for social media**

Download marketing tools from our website:

www.expressions.com.au/resources-and-downloads

Timing Give yourself plenty of time to plan your fundraiser. Give participants lots of notice that the fundraiser is happening and be sure that it doesn't compete with other fundraisers or activities at your school or in your community. Consider coordinating with a relevant calendar event such as Mother's Day, school anniversary or Christmas.

Communicate and Spread the Word Keep your community engaged.

- Email customised letters to parents or include info in school weekly emails.
- Put a notice in the school newsletter.
- Post in your school or local community social media pages.
- Stick up posters and display your sample in a high traffic area.
- Place announcements on websites.

Momentum Remind Remind Remind. Keep talking about it and don't be shy.

Digital Media is instant and a great way engage regularly, keep the fundraising effort and time line, order cut off times front of mind. We all lead busy lives these days and reminders and diary notes are mostly welcomed.

Incentivise with Multibuys Give a discount for bulk purchases as a way to sell more. That is, give discounts for families buying more than 1. For example: buy 1 tea towel for \$30 or SAVE by ordering 5 or more for only \$25 each. You'll be surprised at how many families will go for the savings as parents jump at the extra value.

Easy ordering Make ordering & paying easy: Best is to use your school's existing canteen or uniform online order system like Flexischools OR utilise the Expressions online store which we can set up for your group to take orders online directly from family and friends.

Motivate and Engage Tell everyone your \$\$\$ goal and what you are raising funds for. People will engage and advocate for your fundraiser if they know how much you want to raise and what the money is being used for.

For example - *We need to sell 200 tea towels to buy new books for the kinder room.* Make it personal – 'it is about you, your family and our community'.

Involve Get lots of people involved. The more ownership you give people the more they will promote and support the fundraiser. Give specific tasks to share the workload. Work closely with volunteers, teachers, staff or committee members to get everyone excited and involved in the project.

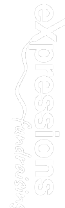
Thank Thank people often and loudly.

Acknowledging everyone's efforts is the best way to keep people involved and engaged in any future projects. Thank people personally for their individual contributions.

★ *Top Tip*
Get the kids excited by talking about the project. Every child will be a star!



Tools for a Successful Fundraiser



Order Letter Templates

Customisable Order Letter Templates to help you get the message out are available for download as a word document from our website.
<https://www.expressions.com.au/resources-and-downloads>

The letters are a guide only, simply adjust the text and image using your dates and details to personalise them so they are unique to your group. Within the templates *italics* indicate parts of the letter to be completed by you.

Key information you need to prepare your letters are: dates, cost, how to order.

Order letters will work best in conjunction with other marketing available through your school or day care, such as displaying your tea towel, doing a facebook post or placing a note in your newsletter.

We recommend you send out at least 3 order letters to families, we are all so busy these days so reminders and prompts to action are mostly welcomed. Suggested order template letters are available as follows:

Letter 1 - Order Letter

Introduction to the fundraising project, with all dates and details. A wonderful keepsake and memory of children's artwork.

Letter 2 - Reminder Letter

Keep order cut off dates front of mind, remind everyone what the project is about and how to order.

Letter 3 - Final Order Letter

Last call for orders This final letter usually generates a flurry of activity and orders, as families won't want to miss out.

You'll be surprised by order numbers, as many families will buy several as gifts and keepsakes. You may also wish to offer an incentive discount for buying more than one, for example; buy 1 tea towel for \$30 each or 3 tea towels for only \$27 each. But..... be mindful not to reduce your sale price too much for multibuy as this will affect your profit margin.

Note: If you would prefer the letter templates to your inbox, please let us know by email info@expressions.com.au and we'll forward one directly to you.

Parent Order Letter Templates

Letter 1 - Order Letter

Copy and paste text into your own ordering system or newsletter as needed. Or pop it on your letterhead or insert some images to personalise.

Letter 2 - Reminder Letter

Adjust letter and words to suit your project. Everyone is busy....reminder's work!

We are fundraising with tea towels and creating lasting memories!

Dear Parent/Caregiver,

(Insert School / Organisation Name) is running a Tea Towel Fundraiser to raise money for (insert fundraising info here).

Our limited-edition Tea Towels are printed with drawings done by all our children. Each child will be the star with their own unique drawing printed in full colour onto certified organic 100% cotton 50x70cm tea towels.

As well as being great for lint free dish drying, the tea towels look fantastic and are a long-lasting memento of your child's artwork. They make great gifts that are easily mailed to relatives, so make sure you order a few extras for family members and your keepsake box.

The kids just love seeing their artwork in print. By purchasing our tea towels you are not only receiving a practical keepsake, you're also helping to achieve our fundraising goal, which would not be possible without your support!

The price per towel is (\$price) or you can save by ordering 3 or more for only (\$price) each. The Tea Towel print run is limited so make sure you, your family and friends don't miss out. There is an example tea towel on display (location of sample) for you can see the quality and size.

Tea towels can be ordered by completing the form below and (add here how to order and pay) Final Orders are due: (Final Order Date)

If you have any questions you can contact: (name and contact details). The tea towels will be handed out (insert details here)

TEA TOWEL ORDER FORM

Caregiver Name: _____

Contact Number: _____

Student Name: _____

Class: _____

Order Quantity: _____ Total enclosed \$ _____



Last chance for tea towels, final orders are due NOW! Don't miss out on owning your child's artwork in print!

Dear Parent/Caregiver,

(Insert School / Organisation Name) is running a Tea Towel Fundraiser to raise money for (insert fundraising info here).

Our limited-edition Tea Towels are printed with drawings done by all our children. Each child will be the star with their own unique drawing printed in full colour onto certified organic 100% cotton 50x70cm tea towels.

As well as being great for lint free dish drying, the tea towels look fantastic and are a long-lasting memento of your child's artwork. They make great gifts that are easily mailed to relatives, so make sure you order a few extras for family members and your keepsake box.

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If you have any questions you can contact: (name and contact details). The tea towels will be handed out (insert details here)

TEA TOWEL ORDER FORM

Caregiver Name: _____

Contact Number: _____

Student Name: _____

Class: _____

Order Quantity: _____ Total enclosed \$ _____



We're creating school tea towels with drawings by all the children... Don't Miss Out!

Dear Parent/Caregiver,

In case you missed the first note, (Insert School / Organisation Name) is running a Tea Towel Fundraiser to raise money for (insert fundraising info here).

Our limited-edition Tea Towels are printed with drawings done by all our children. Each child will be the star with their own unique drawing printed in full colour onto certified organic 100% cotton 50x70cm tea towels.

As well as being great for lint free dish drying, the tea towels look fantastic and are a long-lasting memento of your child's artwork. They make great gifts that are easily mailed to relatives, so make sure you order a few extras for family members and your keepsake box.

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Tea towels can be ordered by completing the form below and (add here how to order and pay) Final Orders are due: (Final Order Date)

If you have any questions you can contact: (name and contact details). The tea towels will be handed out (insert details here)

TEA TOWEL ORDER FORM

Caregiver Name: _____

Contact Number: _____

Student Name: _____

Class: _____

Order Quantity: _____ Total enclosed \$ _____



Letter templates are available to download as customisable word documents from our website

Letter 3 - Final Order Letter

Reminders are mostly appreciated. This final letter almost always bring in a last minute rush of orders.

Digital Images for Social Media

Digital Images & Product Pics

Downloadable digital images that can be used for newsletters, Facebook or Instagram are available for download from <https://www.expressions.com.au/resources-and-downloads>

Using these tools to announce your fundraising project and remind families to place orders will help increase your sales numbers and show families what to expect.



Examples of some of the digital images available to use.

*Newsletters



*Facebook

*Instagram



Posters

When you decide on the details of your project you can customise your posters with text to suit your project dates and pricing. For maximum exposure put them up in a high traffic walkway or common area to help with your promotions.

★ **Poster Ideas**
 These examples show a few simple ideas of how you could customise your posters to advertise your fundraiser.



expressions Fundraising

expressions Fundraising

TEA TOWELS

The preschool fundraising committee will be running the popular tea towel fundraiser again this year. Your child's artwork will be printed in full colour onto personalised tea towels, unique to each child.

Orders Due — Friday 10th October

Only \$30 each or save and order 3 or more for \$28 each

Check the school newsletter for to order or contact Melanie on 0402 621507 for more information



www.expressions.com.au

FUNDRAISER FOR NEW SUN SHADE

Help us raise funds for a new sun shade over the playground sand pit with school artwork tea towels, they're a wonderful keepsake and brilliant for Christmas presents as every child is a star with their own artwork in print!

Orders Due by Friday 10th October

\$30 each or order extras as gifts and mementos and save by ordering 5 or more for only \$26 each

Order can be placed through Flexischools or contact the P&C for more information pandc@yourschool.com.au



www.expressions.com.au



expressions Fundraising

KINDERGARTEN TOTE BAGS

Order a wonderful memento of your child's kindy years with a quality tote bag, printed with your child's artwork in full colour. Every child will have their own unique artwork on their personalised bag.

Only \$30 per bag

Orders due Friday 30th August

Order forms will be sent home by email or contact Kim for more information kim@gmail.com.au



www.expressions.com.au



expressions Fundraising

School Aprons Fundraiser for the Canteen

Printed with individual artwork done by all the children in art class. Only \$35 for a quality memento. Don't miss out.

Sales from the aprons will help raise money for our canteen, a valuable school resource that needs our support. Fabulous keepsake or personalised gift idea for friends and family who love to spend time in the kitchen. Check your emails for order details.

Orders are due back Friday 29 March

Contact the fundraising committee for more info committee@school.com.au



www.expressions.com.au

CONTACT DETAILS

ID Number: _____

Organisation Name: _____

Contact Name: _____ Contact Mobile: _____

Email Address: _____

Delivery Address: _____

State _____ Post Code: _____

** Please supply a BUSINESS ADDRESS if possible. Shipping is by courier. Signature may be required.

Is delivery required for a specific date or event? _____

Do you have a promo code? _____

Have you enclosed an order summary sheet? Enclosed Emailed (date sent) _____

ORDER DETAILS

Number of drawings enclosed: _____

Total number of products ordered: _____

- PRODUCT TEA TOWEL → White Natural Linen/Cotton Blend
- APRON → White Natural
- BAG → White Natural

Note: Select only ONE fabric type for your order. We do not mix and match fabric colour within an order. If no colour is selected, White Premium Cotton will be used.

Comments or Special Notes

Sign Here

I agree to the minimum order required. Minimum order is 30 on any mix of individual designs.

Signature: _____

Date: _____

Return Checklist

Drawings/Prints

- Send the drawings flat packed with your order form by post to: Expressions Australia, PO Box 195, Forestville, NSW, 2087

OR

- Scan your drawings in Full Colour at minimum 300 dpi and upload to our website as .jpg files
www.expressions.com.au/upload-artwork

Please label each so they are easy to identify.
Eg) 01 ManlyPS_Jed.jpg, 02 ManlyPS_Ella.jpg etc.

Order Form

- Post, upload or email your Order Details with your artwork.
Note: Delivery is by courier and requires a signature,
A SCHOOL OR BUSINESS ADDRESS IS BEST.

Order Summary

- Include a summary list as a spreadsheet or order tally sheet listing each artwork and number ordered for each child.

Return your Order Details form and artwork to:

By Post: Expressions, PO Box 195, Forestville, NSW, 2087

Via Website: www.expressions.com.au/upload-artwork

The Small Print....

On receipt of your artwork Expressions will scale each drawing to use the maximum print area on the tea towel unless otherwise noted. All tea towels will be printed on premium white cotton, unless requested otherwise.

Artwork Approval - It will take 1-2 weeks from receiving your artwork for Expressions to scan, size and prepare the artwork for approval. In term 4 allow 2 extra weeks due to the huge Christmas demand, get your artwork in early for term 4 delivery. A summary of your artwork and orders will be emailed to you for careful checking. Artwork is final once you approve your in writing and no further changes can be made

Delivery - Please allow at least 2 weeks from the date of approval to receive your products. Printing requires 5-7 working days and shipping varies from 1-7 days, dependent on location. Allow additional time for printing and delivery in Term 4.

Your tea towels will arrive with complimentary parent order bags included to help with easy packing and distribution. Have your order list ready to fill in the details on the bags, such as name and class. You could also pre-prepare printed sticky labels with order details in advance to save time when packing. Each bag can fit up to 5 tea towels.

Payment - Please do not enclose any money with your returned kit. We will invoice you by email, once your order has gone to print. Payment is due 7 days after delivery.

INDIVIDUAL ARTWORK

****Create your artwork on reverse side of paper. Use the whole area for the best results.
We will enlarge artwork to the maximum print area on the tea towel.*

Use white A4 or A3 paper and include these details on the back of the artwork.

NAME: _____ CLASS: _____ ORDER QUANTITY: _____

NOTE: Expressions will scale artwork to fit the max. print area (40x60cm), if you DO NOT want artwork resized let us know →

DO NOT SCALE MY ARTWORK