



expressions
fundraising

Australia's Best



Celebrating 25 years

Tea Towel Fundraiser + Tote Bags and Aprons



Early
Bird

Be an Early bird.
Maximise your
fundraising \$\$.

Profitable,
creative,
personalised
& fun.

Easy to run
and everybody
LOVES them.

Create unique
mementos to
treasure for
decades to come.

The feel-good
fundraiser that
puts a smile on
everyone's face.

Book your next fundraiser with us and find out
why our clients come back year after year.



expressions.com.au | 1300 855 509 | info@expressions.com.au

Choose Your Product

Create gorgeous customised products for any size group.

Whether we design it for you or you do your own design and layout, the creative possibilities are endless. Small and large groups of portraits and handprints look fantastic, as do commemorative designs. Whatever your artwork, it will look fabulous printed on our products.

Your fundraising success is assured with our lasting quality homewares that everyone uses and values. You'll be thrilled with order numbers as families will want several for gifts and treasured keepsakes.

Your artwork can be as imaginative or straightforward as you like, let our team help you create something truly unique and memorable.

Premium Tea Towels

Our most popular product. Premium quality 50x70cm large 100% organic cotton tea towels are made specifically for Expressions to produce the best print result.

We offer crisp white cotton, authentic unbleached natural cotton or white linen cotton blend. All our tea towels are of the highest quality, certified organic, thick and long lasting, with a corner loop for hanging.



Aprons

Our durable, premium quality, 100% organic cotton adult aprons are 85x70cm and have an adjustable neck strap. A great personalised gift idea for friends and family who love to spend time in the kitchen.



Tote Bags

Sturdy, practical and environmentally friendly, our 100% premium organic cotton bags are 40x45cm with a generous 10cm gusset. Perfect for the library, gym or everyday groceries.



'The quality and help from Expressions was second to none! The process was easy to understand we received a super quality product that our families have really loved. Many families purchased more as gifts after seeing the quality of the tea towels. I would recommend this as a fundraiser to any school.'

Tammy – Mary Help of Christians Primary School

Choose Your Project

A creative way to capture childhood memories and raise funds.

option 1

Group Designs Screen Printed

Create a much loved yearbook on a teatowel

Best Seller!



option 3

Individual Artwork

Make each child the star



option 2

FULL COLOUR Digital Prints

Bright and beautiful



Group Screen Printed Designs

option 1

Creative mementos to remember friends - best seller!

We make it simple by providing everything you need to get started, then you get to do the fun part of getting the kids (and adults) to draw something special. When you're done, post or upload all the drawings back to us and we'll give each drawing a little love, clean up any smudges and make sure every name is clear. We then create your unique design with group names, logo and any other special requests. We offer a huge range of fonts, borders and design options. It's easy and it's fun!

Minimum order of 40 per unique design.



Group Full Colour Digital Prints

option 2

Collaborative, bright and beautiful keepsakes.

Digital printing makes the creative possibilities limitless. Children can create artwork using all the colours in their pencil case. If it can be scanned in high resolution, we can print it. These eye-catching designs sell themselves, giving you a very healthy profit for your school, club or childcare centre.

Minimum order of 30 per unique design.



option 3

Individual Artwork

Unique prints for everyone.

Each child's personal artwork is printed in full colour.

Minimum order of 30 on any mix of individual designs.



SOMETHING DIFFERENT

Other ideas and inspiration.

If you have an idea we can help you bring it to life.
Imagine a design with your **school crest, logo, sketches, signatures, buddies, school song, customised borders, list of names, themed drawings, art show, anniversaries, wordles or promotions.**



School collaborations

School celebrations

Themed drawings



Aprons



Photographs in print

Tote bags

Create your own design



FUNDRAISING MADE EASY

A guide to make the most of your fundraiser. Good planning equals great profit.

Timing Allow yourself plenty of time to plan your fundraiser. Give participants lots of notice and ensure that it doesn't compete with other fundraisers or activities at your school or in your community. Consider coordinating with a relevant calendar event or 'deadline' such as Mother's day, anniversary, Christmas or special occasion.

Communicate and spread the word

- Email customised letters to parents or add a notification to school emails.
- Add to School E-news App or Organisational App.
- 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 common area.
- Once you have your design ready we recommend including it in a parent order reminder letter to families and putting up a copy in the office.
- Make announcements in assemblies or team meetings.
- Place announcements on websites.

Motivate and engage Tell everyone your \$\$ goal and what you are raising funds for.

People will engage and advocate 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 support the fundraiser. Give specific tasks to share the workload. Work closely with teachers, staff, team leaders or committee members to get everyone excited and involved in the project.

Momentum Remind Remind Remind. Keep talking about it and don't be shy. Digital media is instant and a great way to engage regularly, to 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. Consider offering incentives and prizes eg. for the highest selling class or the first class to collect orders.

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

Incentivise Give a discount for bulk purchases and watch your fundraising dollars increase!
For example: Buy 1 tea towel for \$16 each or SAVE by ordering 3 or more Tea Towels for only \$15 each.
You'll be surprised at how many families will go for the savings and order more.



HOW IT WORKS

1 Arrange a free Coordinator's Kit

We make it easy for you. We send everything you'll need to run a successful fundraiser and create beautiful cherished products.

2 Start promoting

Begin promoting your project and collecting orders. We provide all the tips and tools you will need.

3 Do your drawings or handprints

Everyone creates their gorgeous self-portraits or artwork using the pens and cards supplied OR with coloured markers and paint for full colour designs.

4 Send it back and we prepare your design

Return the drawings and order details by post or scan and upload through our website. We create your unique design and email it to you for checking and approval.

5 Order, print and deliver

Once approved your design will be printed and shipped within 1-2 weeks (allow more time in Term 4). Products will arrive neatly folded with complimentary order bags making them easy to pack and hand out. If you have a deadline to meet, or live in a remote area, let us know as early as possible.



DIY SAVER

Do your own design and save!

Do-it-yourself and save 50c per item ordered

Designs can be created digitally yourself and uploaded through our website (details supplied in your kit). Alternatively you can prepare your own design by arranging and sticking down all of your drawings, prints, logo and text onto a cardboard sheet the exact size of the print area. Return your finished design to us, we will scan it, add a border, email to you for approval then send to print.



"Loved the product. We went natural cotton, families very happy with this choice. We are a bush school, we loved the compostable bags, and environmental policies of Expressions."

Jacinta - Upper Sturt Primary School

"Wow! Thank you for an incredibly easy process and truly beautiful product."

Emily - Watson Preschool

WHAT'S INCLUDED

We provide everything you'll need, saving you time and money!

- **FREE** Coordinator's Kit has everything you'll need - including drawing cards, pens, marketing materials and detailed guide.
- Option to collect orders and payment with our online ordering system.
- Products are folded at no extra cost, delivered ready to sort and hand out in our eco-friendly compostable order bags, ensuring easy packing and distribution of your orders.
- Coordinator's gift for every project. We value volunteers ♥

Pricing and Profit

The price you pay varies based on the quantity you order per design. The more you order the cheaper they become and the more you make.

You decide how much margin you want to add on top as your fundraising profit. We suggest a mark-up of between \$5 and \$15 per item.

option 1

ONE COLOUR screen print

QTY	100% COTTON TEA TOWELS	LINEN / COTTON TEA TOWELS	BAGS + APRONS	SHIPPING
300+	\$8.50	\$10.00	\$11.50	\$60
200+	\$9.00	\$10.50	\$12.00	\$50
150+	\$9.50	\$11.00	\$12.50	\$45
100+	\$10.50	\$12.00	\$13.50	\$40
50+	\$11.50	\$13.00	\$14.50	\$35
40+	\$13.50	\$15.00	\$16.50	\$30

*Minimum order is 40 for each unique screen printed design. If you do more than one design, each design will be treated individually in regards to pricing and minimum orders.

option 2

FULL COLOUR digital print

QTY	100% COTTON TEA TOWELS	LINEN / COTTON TEA TOWELS	BAGS + APRONS	SHIPPING
300+	\$13.50	\$15.00	\$16.50	\$60
200+	\$14.00	\$15.50	\$17.00	\$50
150+	\$14.50	\$16.00	\$17.50	\$45
100+	\$15.00	\$16.50	\$18.00	\$40
50+	\$17.00	\$18.50	\$20.00	\$35
30+	\$20.00	\$21.50	\$23.00	\$30

* Minimum order is 30 for each unique digital print design in full colour. If you do more than one design, each design will be treated individually in regards to pricing and minimum orders.

option 3

INDIVIDUAL print

QTY	100% COTTON TEA TOWELS	LINEN / COTTON TEA TOWELS	BAGS + APRONS	SHIPPING
30+	\$20.00	\$21.50	\$23.00	POA

SOME FINE PRINT - Prices are all inclusive of GST, set up costs, folding and order bags.

Note: If you do more than one design, e.g. Junior and senior, each design will be treated individually in regards to pricing and minimum order.

Multiple colour screen prints: 2 colours add \$1.50 per item, 3 colours add \$2.50 per item. The use of PMS colours will incur an additional charge.

Bags: Add \$3 per item for printing on both sides of bag. **DIY Saver discounts do not apply to individual artwork orders.** Prices subject to change.



PRICING & PROFIT

So how much can you make?

With no upfront costs and up to 50% profit it's an easy fundraiser that not only raises valuable funds, it also captures precious memories.

You decide your sale price

If you sell 200 tea towels at \$16 each you'll make \$7 profit per tea towel raising \$1400 for your organisation.

OR

if you increase the price and sell the same 200 tea towels at \$20.00 each you will raise \$11.00 per tea towel and make a profit of \$2200.

The amount you make is up to you.



Frequently asked questions

When is a good time to do a fundraiser? Tea towels, aprons and bags can help you achieve a healthy fundraising goal at any time of the year. The tea towels, aprons and bags can be a fabulous way to celebrate special occasions such as an anniversary, final year at school or open day and are great presents for Mother's Day, Father's Day or Christmas. We encourage everyone to get artwork in early so you have more time to promote your project. We offer an Early Bird Bonus for orders completed by June 30. Please note delivery times are longer in term 4 as this is our busiest time of year.

What is the minimum order? The minimum order for each separate screen printed design is 40, the minimum for colour designs is 30. The majority of our fundraisers achieve order numbers much higher than this. Please note that if you are doing more than one design, e.g. Junior & Senior, each unique design will be treated individually in regard to pricing and minimum orders. Individual prints require a minimum order of 30 on any mix of designs.

How many people can fit in one design? We can fit up to 450 portraits on one tea towel design, however over 200 we ask that you draw faces only. Aprons can include up to 300 portraits. Bags can include 150 portraits on one side (double-sided printing is an extra \$3 per item).

What products do you offer? 100% organic cotton GOTS certified tea towels, adult size aprons and tote bags.

How much should we charge? It is entirely up to you what price you mark up and on-sell your products for, the most common price our regular fundraisers charge is \$15-\$30 per tea towel and \$25-\$30 for bags and aprons. Another popular option is to offer a discount such as \$16 for 1 tea towel or order 3 or more for \$15 each.

Can we order more than one product? Yes we offer tea towels, bags and aprons. Note - the minimum order is 40 units per product and per design, so please take this into account if you are a smaller organisation. We do not recommend selling more than 2 products at the same time as it can be difficult to reach minimum orders.

How long does it take? Allow 4-6 weeks from the time you post us your artwork to delivery (turnaround times are often much faster). The length of time it takes to complete the drawings or designs at your end is up to you - some groups are finished drawing in one day and others take a few weeks. For 'custom designs' the final layout will be ready for you to check and approve within 2 weeks after we receive your artwork. Once approved, your order will be printed and shipped within 2 weeks. Allow some additional time during the Term 4 peak period, as processing and shipping times are extended.

Can we reorder? Absolutely! The minimum reorder quantity is 30.

How do we pay? An invoice will be sent via email when your order is approved. Payment is due 7 days after delivery.

Are Expressions Eco-Friendly? Yes, our products are eco-friendly, long lasting and practical. We strive to ensure that our business minimises its impact on the environment in all aspects.



Screen Print Colour Options



We can help you create the perfect product for business or special occasions.

*Look what
else we do!*



- customised retail merchandise
- branded corporate and promotional gifts
- personalised products for special occasions
- event and wedding invitations
- private orders and 'design-your-own' items

through our sister site.....

www.teatowels.com.au



Tea towels you are drawn to!



What sets us apart:

- Our eco-friendly products are ethically grown, sustainable, long-lasting, practical everyday items. Our printing inks are 100% enviro certified and we meet the requirements of the Global Organic Textiles Standards for textile processing and printing.
- We supply everything you need for free. Coordinator's kit, drawing pens + cards, easy instructions and marketing tools. We even fold your order and provide compostable order bags to easily pack your precious keepsakes so they get home safely.
- No hidden fees or upfront costs.
- Premium quality products for crisp clear prints. Highest quality 250gsm cotton tea towels are soft and long lasting. Great for lint free drying.
- Care is taken with every child's artwork. We check your pictures and clean away smudges making sure names are clear and everyone is happy with the result.
- Huge selection of borders or we can create a bespoke one just for you.
- We value volunteers and show our appreciation with a Coordinator's gift for every project.
- Customised Online Ordering can be set up for your group making it simple to collect and place orders. Convenient, quick, cash and contact-free, it's easy!
- The kids have fun, plus parents and loved ones adore the finished products.
- Australian owned and operated family business. We love what we do and take pride in all our designs.
- 'Australian Fundraising Awards' Fundraising Company of the Year runner up and WINNER for Best Customer Service and Eco Friendly Fundraiser of the Year.

*Order your free
sample or kit NOW*

expressions.com.au

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