



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

Easy to run and everybody loves them.

Create unique mementos to treasure for decades to come.



Don't miss our Early Bird Bonus.



Profitable, creative, personalised & fun.



Create gorgeous customised products

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.

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 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 blend. All our tea towels are of the highest quality, certified organic, thick, soft and long lasting, great for lint free drying with a corner loop for hanging.



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.

Aprons

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.



"The whole process was very smooth, and the customer service team was always friendly and helpful on the phone when I had questions. The process is very streamlined. The templates you provided were excellent and made it easy to get the information out to parents quickly. I really appreciated how organised the coordinator kit was because it saved me a lot of admin time".

Charlotte, Ascot Early Childhood

A creative way to capture memories and raise funds

option 1

Group Designs Screen Printed

Create a much loved yearbook on a tea towel

Best Seller!



option 3

Individual Artwork

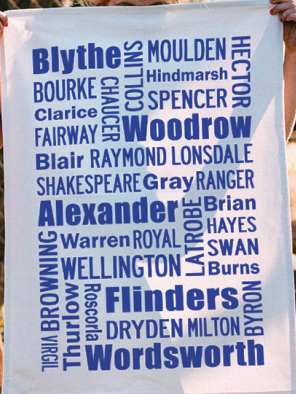
Make each child the star



option 2

FULL COLOUR Digital Prints

Bright and beautiful



option 1

Group Screen Printed Designs

Creative mementos to remember friends - best seller!

It's simple, everything you need to get started is provided... you 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. Huge range of fonts, borders and design options. It's easy and it's fun!

MINIMUM ORDER QTY: Up to 249 images the minimum order is 40. Over 250 images the minimum order is 100 (per design).



option 2

Group Full Colour Digital Prints

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 healthy profit for your school, club or childcare centre.

MINIMUM ORDER QTY: Up to 249 images the minimum order is 40. Over 250 images the minimum order is 100 (per design).



option 3

Individual Artwork

Unique prints for everyone.

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

Minimum order is 25 on any mix of individual designs.



SOMETHING DIFFERENT

Other ideas and inspiration.

Your artwork can be imaginative, as creative or as simple as you like. Let our team help you create something truly unique and memorable. Commemorative designs are ideal for creating souvenirs and celebrating special events.

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, word cloud 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 staff 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 usually welcomed.

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 \$20 each or SAVE by ordering 3 or more Tea Towels for only \$19 each.

You'll be surprised at how many families will go for the savings and order more.



WHAT'S INCLUDED

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

Your FREE Coordinator's Kit Saves You Money:

Drawing cards + pens, posters, artwork instructions and sales tips all included.

Our PREMIUM products are ethically grown, 100% organic, sustainable and long-lasting.

- **FREE Coordinator's Kit** has everything you'll need - including drawing cards, pens, marketing materials and detailed guide.
- Option to collect orders & payment with our online ordering system.
- Products are folded and delivered ready to sort and hand out in provided eco-friendly order bags, ensuring easy packing and distribution of your orders.
- Coordinator's gift for every project. We value volunteers ♥

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 Layout Selection Form by post or scan an 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.



"Amazing from start to finish! I can't stop raving about the exceptional customer service and exceptional quality of your tea towels. Thank you for everything. Loved the online store and how I could see how our fundraising was progressing at any time. Loved the perfectly prompt and seamless communication and customer service along the way".

Abigail, Killarney Heights Primary School

PRICING & PROFIT



PRICING & PROFIT

The amount you make is up to you. You decide the sale price.

For example: if you sell 200 screen printed tea towels at \$20 each you'll make \$10.05 profit per tea towel raising \$2010 for your organisation.

OR

if you increase your sale price and sell the same 200 tea towels at \$25 each you will raise \$15.05 per tea towel and make a profit of \$3010.

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+	\$9.45	\$10.95	\$12.45	\$60
200+	\$9.95	\$11.45	\$12.95	\$50
150+	\$10.45	\$11.95	\$13.45	\$45
100+	\$11.45	\$12.95	\$14.45	\$40
50+	\$12.95	\$14.45	\$15.95	\$35
40+	\$14.95	\$16.45	\$17.95	\$30

option 2

FULL COLOUR digital print

QTY	100% COTTON TEA TOWELS	LINEN / COTTON TEA TOWELS	BAGS + APRONS	SHIPPING
300+	\$13.95	\$15.45	\$16.95	\$60
200+	\$14.95	\$16.45	\$17.95	\$50
150+	\$15.45	\$16.95	\$18.45	\$45
100+	\$15.95	\$17.45	\$18.95	\$40
50+	\$18.45	\$19.95	\$21.45	\$35
40+	\$21.45	\$22.95	\$24.45	\$30

Minimum orders (per design) - Up to 249 images the minimum order is 40.
- Over 250 images the minimum order is 100.

Note: If ordering more than one design, the pricing is calculated PER DESIGN. Minimum orders numbers are applied for each design (not total orders).

Minimum orders

option 3

INDIVIDUAL print

QTY	100% COTTON TEA TOWELS	LINEN / COTTON TEA TOWELS	BAGS + APRONS	SHIPPING
25+	\$21.95	\$23.45	\$24.95	as above

FINE PRINT - Prices include artwork design, up to two rounds of design amendments, set up & silk screen costs, printing, folding, order bags and gst.

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 \$2.00 per item, 3 colours add \$3.00 per item. The use of **PMS colours** will incur an additional colour mixing fee of \$20 per colour.

Bags: Add \$4 per item for printing different artwork on otherside of bag. **DIY Saver discounts do not apply to individual artwork orders.**



DIY \$\$\$ SAVER

Do your own design and save 50c per item ordered

Designs can be created digitally and uploaded through our website www.expressions.com.au/upload-artwork.

Alternatively you can prepare your own design by arranging and sticking down all 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 it to you for approval then send to print and ship.

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. Data from 1000's of schools and daycares prove that sales are higher if you run your project in March, June, August or September. This can result in a huge increase in your profit for no extra effort.

The tea towels, aprons and bags can be a fabulous gifts to celebrate special occasions such as an anniversary, final year at school or open day and are great gifts 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 design with up to 249 images is 40, for designs containing 250 or more drawings the minimum order increases to 100 units. For Option 3 the minimum for a mix of individual colour designs is 25. 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.



How many pictures can we fit? We can fit up to 450 portraits on one tea towel design (for more drawings than this call us to discuss), 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 design + printing is an extra \$4 per item).

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 \$18-\$30 per tea towel and \$25-\$30 for bags and aprons. Another popular option is to offer a discount for ordering more, such as \$20 for 1 tea towel or order 3 or more for \$19 each.

Can we order more than one product? Yes we offer tea towels, bags and aprons. Note - the minimum orders per design will apply to each product. For smaller groups we do not recommend selling more than 1 product at the same time as it can be difficult to reach minimum orders for each product.

Do I have to run my project as a fundraiser? Not at all, many schools and childcare centres create tea towels simply as keepsakes or gifts. Just ensure product and shipping costs are calculated into your sale price.

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 from receipt of 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 (charged at your original order purchase price).

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
- ready to go designs just add your logo + text

through our sister site.....

www.teatowels.com.au



Tea towels you are drawn to!



What sets us apart:

- Premium quality products for crisp clear prints. Highest quality 250gsm cotton tea towels are soft and long lasting. Great for lint free drying.
- 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 enviro order bags to easily pack your precious keepsakes so they get home safely.
- No hidden fees or upfront costs.
- 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.
- Multi award winning company for Best Small Business, Best Customer Service and Eco Friendly Fundraiser of the Year.

Order your free
sample or kit **NOW**

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