










# expressions Australia

## Coordinator's Guide





NATIVE BEES OF THE HUNTER VALLEY

- |  |   |  |  |
|--|---|--|--|
| <br>Five-colored Bee<br><i>Hyalictus spectabilis</i> | <br>Silver Bee<br><i>Halictus confusus</i>               | <br>Ring-necked Honey Bee<br><i>Macropis melanocera</i> | <br>Small Dusky Bee<br><i>Halictus confusus</i>   |
| <br>Blue-headed Bee<br><i>Macropis melanocera</i>  | <br>Dusky Honey Bee<br><i>Macropis melanocera</i>      | <br>Green-backed Bee<br><i>Macropis melanocera</i>    | <br>Small Dusky Bee<br><i>Halictus confusus</i> |
| <br>Dusky Honey Bee<br><i>Macropis melanocera</i>  | <br>Red-tipped Sunflower<br><i>Macropis melanocera</i> | <br>Small Dusky Bee<br><i>Halictus confusus</i>       | <br>Small Dusky Bee<br><i>Halictus confusus</i> |
| <br>Small Dusky Bee<br><i>Halictus confusus</i>    | <br>Small Dusky Bee<br><i>Halictus confusus</i>        | <br>Small Dusky Bee<br><i>Halictus confusus</i>       | <br>Small Dusky Bee<br><i>Halictus confusus</i> |
| <br>Small Dusky Bee<br><i>Halictus confusus</i>    | <br>Small Dusky Bee<br><i>Halictus confusus</i>        | <br>Small Dusky Bee<br><i>Halictus confusus</i>       | <br>Small Dusky Bee<br><i>Halictus confusus</i> |

LAGUNA PUBLIC SCHOOL

Illustrated by Charlotte Harper, Kyla Hunter, Lakota, Made Oomph, Mia Miller, Ruby H. Tom, Thompson, Laguna Katie Byker and Ray



## What's included in your kit:

1. STEP BY STEP GUIDE
2. TIPS FOR SUCESSFUL SALES
3. PRICING + PROFIT GUIDE
4. ARTWORK INSTRUCTIONS
5. LAYOUT OPTIONS
6. LAYOUT SELECTION FORM



At Expressions we're passionate about providing unique quality products for schools, child care centres and community groups, which can be used to help raise much needed funds.

Since we delivered our first tea towels in 1998, I am proud to say we have done just that for thousands of organisations. From big city schools to tiny remote communities, our tea towels can be found in keepsake boxes and kitchen drawers in every corner of Australia.

Everything needed is provided, the projects are easy to run and everybody loves the final product. These cherished mementoes embrace community, are eco-friendly, healthy and practical, plus all the inclusions make it so simple for volunteers.

Our team of experienced staff love what we do and are 100% committed to providing you exceptional customer service and quality products. Which is why we've become an annual tradition right across the country for over 27 years.

We're a group of working mums with a vast range of volunteering and committee experience between us. Because of this we appreciate the time given by fundraisers and are dedicated to making the process as straightforward as possible.

We look forward to helping you run an easy, enjoyable and successful project.

*Emma*

## 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](mailto:info@expressions.com.au) with any queries.

### 1 Start promoting and taking orders

Decide on details of your fundraiser: which product, how many designs, campaign dates, fundraising margin and what you are fundraising for.

Place a notice in your newsletter and start spreading the word. Put up posters with all the details.

Display the sample in a common area to give everyone a chance to see the high quality and size.

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 faster we can get a design proof to you.

**IMPORTANT - follow the ARTWORK INSTRUCTIONS!!**

Each person does a drawing or handprint and writes their name using the pens provided (or similar).

Ensure everyone is included and don't forget the staff, they are such an important part of your group.

For group layouts, clearly label and bundle each group of drawings/prints separately, we suggest you use envelopes, small bags or bands and place the teacher/s at the front of each group or class.

### 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.

### 4 Return your artwork and layout selection form

Complete your Layout Selection form including any special instructions.

NOTE: order numbers are not needed at this stage.

If you have more than one design please complete one Layout Selection Form for each unique layout.

Return your artwork, logo and Layout Selection Form by post OR scan your drawings and upload to our website [www.expressions.com.au/upload-artwork](http://www.expressions.com.au/upload-artwork).

Logos can be uploaded or emailed. We need a clear one colour version with NO shading.



## 5 We create your unique design

Care is taken with every child's artwork. We scan, tidy up and resize each picture, then lay out the drawings, adding your group's name and logo.

It will take 1-2 weeks from receiving your artwork for Expressions to prepare your design. In term 4 allow extra time due to the huge Christmas demand, get your artwork in early for term 4 delivery!

## 6 Check and approve your artwork

Your design is emailed to you for careful checking. Small changes and additions can be made at this stage. All changes are to be done at one time. Artwork is final once you approve your design in writing and no further changes can be made.

## 7 Send out a reminder for final orders

Include the digital image of your design to show families what they won't want to miss out on. Reminders are almost always welcomed... last call for orders!

## 8 Supply your order numbers

Confirm your final order numbers in writing by email. Don't forget to include a few extras, as once they arrive families often wish they had ordered more.

## 9 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.

## 10 Tally your profit and hand out your keepsakes

Your product will arrive folded and ready to pack, we include complimentary eco order bags to help with easy packing and distribution.

Have your order list ready to fill in children's details on the bags, such as name and class. To save time when packing you could also prepare printed sticky labels with order details in advance. Each bag can fit up to 5 tea towels.

# TIPS FOR SUCCESSFUL SALES

## Good planning equals great profit

**Timing** Give yourself plenty of time to plan your fundraiser. 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 to maximise sales.

**Explore our Marketing Materials** You can find expert sales tips, ready-to-use fundraising letters, and engaging social media imagery, all created to make your fundraising efforts easier and more effective on our website.

[www.expressions.com.au/marketing-materials](http://www.expressions.com.au/marketing-materials)

**Parent Order Letters** - instantly download editable order letters to promote your fundraiser. We recommend you send out 3 letters which can all be found online.

**Digital Images & Product Pics** - can be used for newsletters and social media to show families some pictures of what to expect.

**Posters** - customise your posters with text to suit your project dates and pricing and put them up in a high traffic walkway or common area.

**Motivate and Engage** Tell everyone your \$\$\$ goal and what you're raising funds for. People will engage and advocate for your fundraiser if they know all about it.

**Communicate and Spread the Word** Keep your community engaged and up to date.

Email customised letters to parents.

Include info in weekly emails.

Put a notice in the newsletter.

Post in your school or local community social media pages and on your website.

Stick up posters and display your sample.

Make announcements in assemblies or team meetings.



We recommend combining classes into 1 or 2 designs if you can all fit. We also suggest you focus on just 1 or 2 products to sell at the same time, to ensure you reach minimum orders per unique design.

Get the kids excited by talking about the project. It's a fun way to remember all their friends and teachers.

**Plan** Decide on key information before you start. Which product, how many designs, dates, your sale price and how your family's will order.

**Involve** Get lots of people involved. The more ownership you give people the more they will promote and support the fundraiser.

**Momentum** Remind Remind Remind. Keep talking about it and don't be shy. We all lead busy lives these days and reminders are welcomed.

**Easy ordering** Make ordering and paying easy. Use your school's existing order system like Flexischools OR utilise our online store which we can set up for your group.

**Incentivise with Multibuys** Give a small discount for families buying more than 1 as a way to sell more tea towels. You'll be surprised at how many will go for the savings.

**Preorder** Take orders first before letting us know how many to print. Preordering guarantees you will order what you need, without any waste.

**Order up for a price drop** The more you order the cheaper they are, so when you know how many you need, look at how close you are to the next price bracket. It may be worth ordering a few extras so your per item cost drops.

**Sponsors** Consider approaching a local business and including their name and logo in exchange for a donation to your group. It's an easy way to add value to your project.

**Thank** Acknowledge helpers and thank your volunteers. We couldn't do it without them!



# PRICING + PROFIT GUIDE

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 (not total orders).



## Fundraising profit guide

### So how much can you make?

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. It's an easy fundraiser that not only raises valuable funds, it also captures precious memories of friends and teachers.

### You decide your sale price

You choose 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.

### Profit Table

\* Profits based on a sale price of \$20 per tea towel for a 1 colour screen print, per unique design. Ensure you also calculate & subtract freight + online store fees from profit.

NUMBER ORDERED	PROFIT PER ITEM	TOTAL PROFIT
300	\$10.55	\$3165
200	\$10.05	\$2010
150	\$9.55	\$1432.50
100	\$8.55	\$855
50	\$7.05	\$352.50

### Profit example....

If you sell 200 screen printed tea towels at \$20 each, you'll make \$10.05 profit per tea towel and raise \$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 each and make a profit of \$3010.

# WHEN IS THE BEST TIME TO RUN A FUNDRAISER?

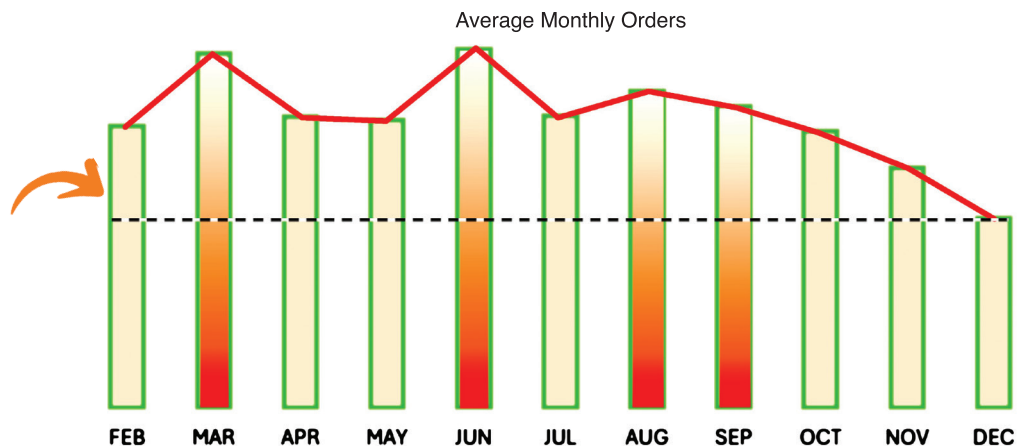
You can **EARN MORE** just by running your project at a different time of year.



Tea towels are a fabulous way to commemorate classmates, teachers and special occasions such as an anniversary PLUS they are great gifts for Mother's Day, Father's Day or Christmas. But....

**.... you can make more money for the same effort in Term 1, 2 or 3.**

★ It's statistically proven that your fundraiser will be more effective and you will make more money earlier in the year. **PLUS** your volunteers won't need to do any extra work for the extra profit.



We crunched the numbers and they don't lie, statistics show that you will get more orders if you get in early and avoid the pre-Christmas busyness & limited family funds.



Average orders from 1000's of schools and daycares over many years prove that you will sell 87.7% more in March, 89.9% more in June, 67.4% more in August and 59.7% in September than you would for the same project ordered in December.



That could represent a huge increase in your profit for NO extra effort.

*It's easy to 'work smarter not harder' and earn more.*

# ARTWORK INSTRUCTIONS

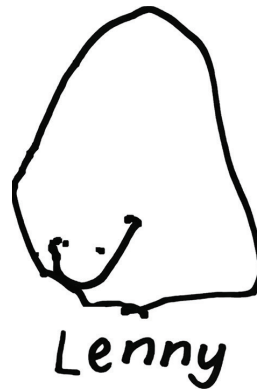
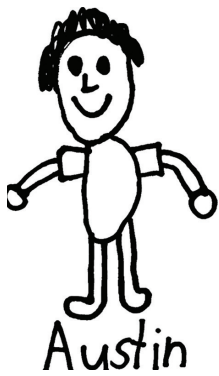
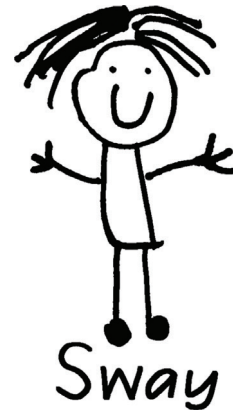
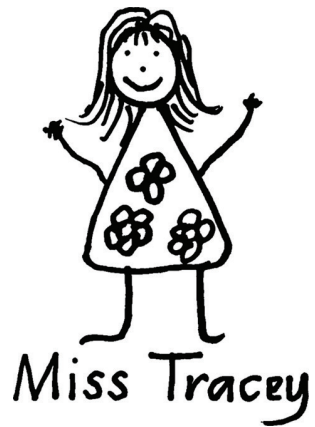
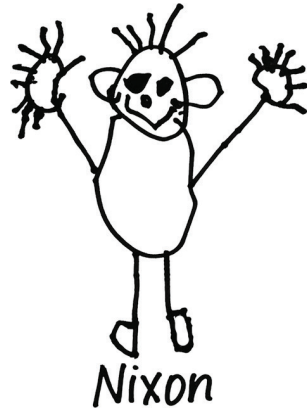
- 1** To get started organise a drawing session with your group. Provide a copy of the instructions and example drawings to helpers.
- 2** Let everyone involved know why they're doing drawings and what the end result will be, this really helps to get everyone enthusiastic about the project. eg. "We're all doing a drawing that will be printed together on tea towels with everyone's drawings included, just like a yearbook on a tea towel".
- 3** Draw pictures or place handprints in the center of the paper. If over 150 portraits draw face or head and shoulders only.
- 4** Use simple solid lines and avoid intricate details as details can be lost when pictures are reduced in size to fit.
- 5** Print names clearly, close to the picture but NOT overlapping. If you can't see white space in letters like a,b,e they will not print well. If you are unsure have the student write their name again clearly on a separate piece of paper and stick it onto the drawing.
- 6** Use first names only. If there is more than one person in your group with the same name, use the initial of their surname e.g. Charlotte G.
- 7** Ensure all names are legible and spelled correctly.
- 8** Check drawings off against the class list – you don't want to forget anyone!

**IMPORTANT** Rub out excess pencil. If corrections need to be made you can use liquid paper to cover mistakes. Draw again if needed OR put a cross through picture and re-do it on the opposite side.

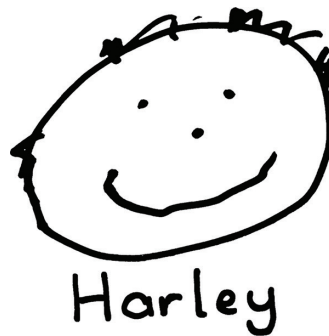
If the pictures and names are not clear on the drawing paper, they won't be on the finished product. You want every name to be readable and everyone to be happy with their drawing.

The result will be a gorgeous lasting keepsake of friends and teachers.

## Example Drawings - Up to 150 Drawings



## Example Drawings - Over 150 Drawings **FACES ONLY**



# ARTWORK INSTRUCTIONS

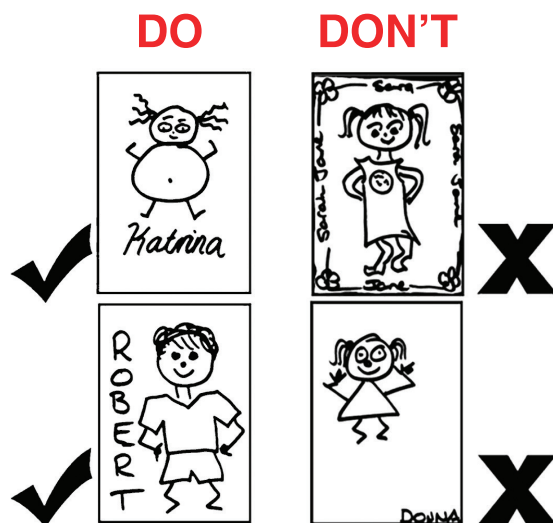
## option 1 SCREEN PRINT

ONE COLOUR artwork is all drawn in BLACK

All artwork is done in black, you then select which colour you want it printed on the finished product.

Use the marker pens provided or thick black felt pens such as Sharpies, Pentel Sign Pens or slim Textas.

DO NOT use coloured markers, ballpoint pens or pencil.



## option 2 DIGITAL PRINT

FULL COLOUR drawings use all the colours of the rainbow.

Let the kids make use of every texta in their pencil case ... the possibilities are endless.

Use nice strong colour and lots of it. **Textas or marker pens are best.**

DO NOT use glitter or metallic pens as the shimmer won't reproduce well. Also, highlighters and faint pencils are NOT recommended.



## Hand & Footprints Instructions

Use a roller or dab the paint on with a sponge before pressing onto paper. This minimises smudging, smearing or drips.

Use water-based black paint or ink on white paper.

We suggest you do more than one print per child and chose the best one.

Names should be written clearly next to the print in LARGE LETTERING.



## 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 tea towel. The 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.  
Ensure all names are legible.

# DRAWING PAPER

**Important:** Drawing Cards and marker pens are supplied with your kit or use the below guide to cut your own white paper and get started asap.

Use the marker pens provided or thick black pens such as Sharpies, Pentel Sign Pens or slim Textas. DO NOT use coloured markers, ballpoint or pencils. For full colour designs use nice strong colour and lots of it. Textas or markets pens are best.

All paper sizes divide into an A4 sheet of paper for ease of cutting and to reduce paper waste. This also helps if you chose to scan and upload your artwork.

## Handprint Paper Size

A5 21 x 14.8 cm  
**1/2 of an A4 sheet**

**Up to 75 Pictures**  
A6 14.8 x 10.5 cm  
**1/8 of an A4 sheet**

**Up to 150 Pictures**  
A7 10.5 x 7.4 cm  
**1/4 of an A4 sheet**

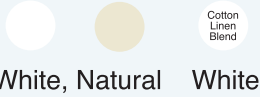
**Over 150 Pictures**  
A8 7.4 x 5.2 cm  
**1/16 of an A4 sheet**

# LAYOUT OPTIONS

## Product:

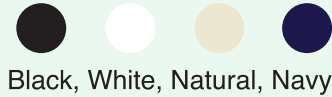
### Tea Towels

Can fit up to 450 images.



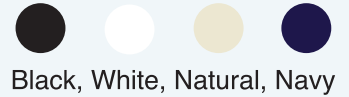
### Aprons

Up to 300 images.



### Tote Bags

Up to 150 on one side.



## Print Colour:

Screen print colours are a guide only and may vary slightly when printed



**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.**

## Font:

China Cat

Arial Font

Times New Roman

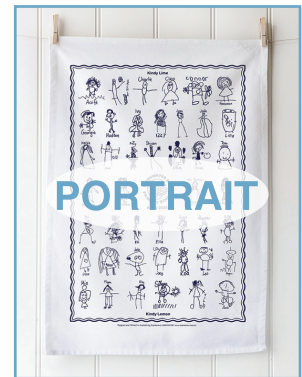
Kids Font

Segoe Print

Comic Sans

Expressions Font

## Layout:



## Text Layout:

Straight

Expressions Australia  
Tea Towels 2025

Arched

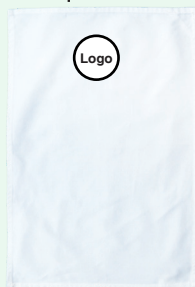
Expressions Australia  
Tea Towels  
2024

Circular

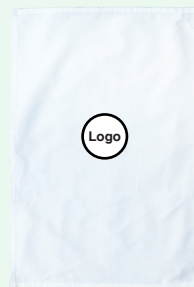
EXPRESSIONS AUSTRALIA  
Tea Towels 2025

## Logo Position:

Top Centre



Centre



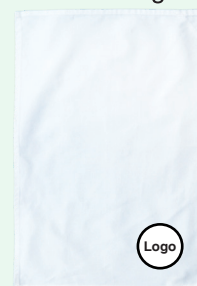
Bottom Centre



Top Left

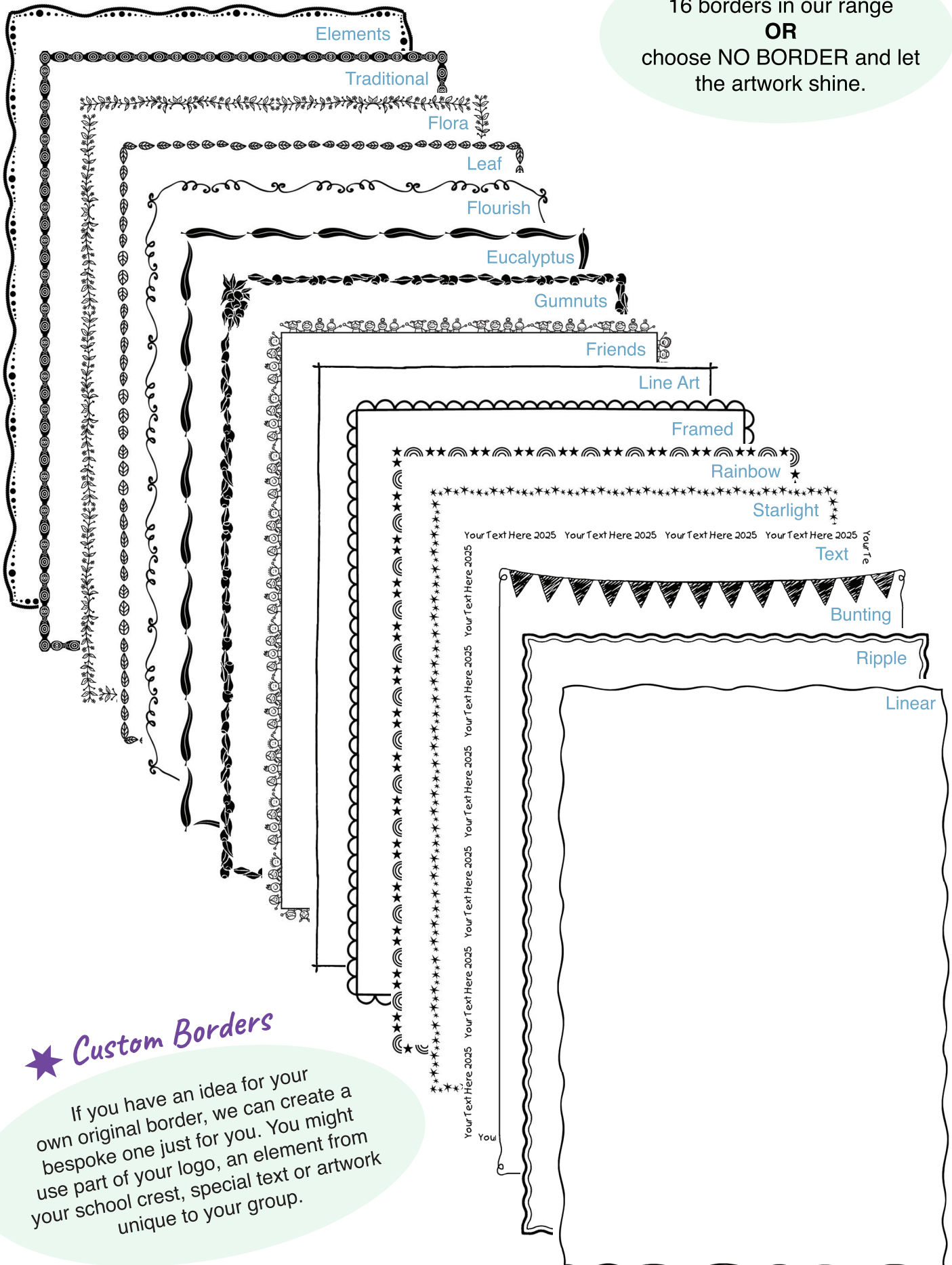


Bottom Right



# Borders:

Choose from  
16 borders in our range  
**OR**  
choose NO BORDER and let  
the artwork shine.



## ★ Custom Borders

If you have an idea for your own original border, we can create a bespoke one just for you. You might use part of your logo, an element from your school crest, special text or artwork unique to your group.

# RETURN CHECKLIST

## Drawings/Prints

- Random** layouts drawings shuffled in envelope or bag.  
**Class Order** MUST label and bundle pictures into groups or classes and list of back of form. Place staff pictures at the front of each class or group.

## Layout Selection Form

- Return with your artwork, so we know your layout, border and font choices to prepare your design.  
**NOTE:** We do not need order numbers at this stage, final numbers can be supplied at the time of artwork approval.

## Multiple Designs

- Complete a separate Layout Selection Form for each unique design. Name each form in top right corner based on how many designs you are doing. For example: Kindy 1 of 3, Junior 2 of 3 and Senior 3 of 3. Photocopy extra forms as required.

## Logo

- We need a large very clear one colour version of your logo with **no shading**. Black and white is best.

### Return your Layout Selection Form and artwork to:

**Address:** Expressions, PO Box 195, Forestville, NSW, 2087

**Online:** [www.expressions.com.au/upload-artwork](http://www.expressions.com.au/upload-artwork)

**The Small Print....** on receipt of your artwork we scan and touch up drawings and prints, layout the pictures with your logo, text and border choice, then email the final version to you for checking and approval.

**Artwork Approval** - Check artwork carefully, ensure everyone is included and names are spelled correctly. Changes or extra pictures can be added at approval stage and a new version will be emailed. Once you have approved your final artwork in writing by reply email, no further changes can be made. No responsibility for errors noticed after approval will be taken by Expressions.

**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. Delivery is via courier, please provide a school or business address as a signature is required.

**Payment** - An invoice will be emailed once your order has gone to print. Payment is due 7 days after delivery.

**Terms** - If you decide not to go ahead with the project, no problem at all, just let us know and return the kit in full. Unreturned kits may incur a kit fee of \$30 plus \$2.50 for each pen. Should Expressions complete a design for your organisation and you do not go ahead with printing, a \$99 fee per unique design plus a \$30 kit fee may be charged.



**CONTACT DETAILS**

ID Number: \_\_\_\_\_

Organisation Name: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Mobile: \_\_\_\_\_

Email Address: \_\_\_\_\_

Do you have a promo code? \_\_\_\_\_ Is delivery required for a specific date or event? \_\_\_\_\_

**LAYOUT DETAILS**

Exact number of drawings enclosed:

**DRAWING LAYOUT**  Random Order  Class Groups → *MUST provide details on back of this form*

**PRODUCT**  **TEA TOWEL** →  White Cotton  Natural Unbleached Cotton  Linen/Cotton Blend (add \$1.50 per item)  
 **APRON** →  White  Navy  Black  Natural  
 **BAG** →  White  Navy  Black  Natural

**PRINT OPTION**  Option 1 – Screen Printing → *select print colour below*  
 Option 2 – Full Colour Digital

**PRINT COLOUR**  Tick One Colour  Sky  Royal  Navy  Red  Burgundy  Green  Bottle  Orange  Purple  Brown  Pink  Turquoise  Black  White  Other: \_\_\_\_\_

**LAYOUT**  Portrait (most popular) **OR**  Landscape  Layout same as previous year. Which year? \_\_\_\_\_  
 Leave it to our team to select best layout for your group.

**LOGO** Have you supplied your logo?  Yes  No If yes, provide details: \_\_\_\_\_  
 OR  is it on file from previous years? Details: \_\_\_\_\_

**LOGO POSITION**  Top Centre  Centre  Bottom Centre  Top Left  Bottom Right

**TEXT LAYOUT**  Straight  Arched  Circular (see options in Coordinator's Guide)

**FONT**  China Cat  Arial Font  Times New Roman  Kids Font  
 Segoe Print  Comic Sans  Expressions  Other: \_\_\_\_\_

Wording to be included:  
 \_\_\_\_\_  
 \_\_\_\_\_

**BORDER SELECTION** \_\_\_\_\_ (see Border Options in Guide)

**SIGN HERE**

- I agree to the minimum order required per unique design.  
 - up to 249 images the minimum order is 40 items, over 250 images the minimum order is 100.
- I acknowledge that each design is treated individually in regard to pricing and minimum orders.
- I agree that if we decide not to proceed, we will be charged a \$99 fee per design.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Post artwork + this form to:  
 Expressions Australia  
 PO Box 195  
 Forestville NSW 2087

# CLASS ORDER DETAILS

If you want to display groups separately within your design, list the exact order groups are to appear from top to bottom in the table below. Plus provide details for each class name and exact numbers.

**★ Design Ideas**  
 If you have specific layout idea include a sketch on a separate sheet. Or if you like the layout of one of the designs from our brochure, cut it out and attach it here.

**★ Important**

- Clearly bundle and label each group of drawings/prints separately.
- Place staff at the front of classes and all images the same way up.
- We suggest you use little envelopes, small bags or rubber bands.
- If you require your drawings in alphabetical order the drawings **MUST be provided in the exact order** with a corresponding number from 1 to... written on the back of each image.

Example →

Group Name (to be printed on design)	Teacher Name (if picture included)	Extra Staff	Total in Class (including staff)
<i>BLUE</i>	<i>Miss Jo</i>	<i>Charlotte, Melissa</i>	<i>14</i>
<i>Year 1</i>	<i>Miss Allan</i>	-	<i>29</i>
<i>3B</i>	<i>Sandy</i>	-	<i>25</i>

	Group Name	Teacher Name	Extra Teacher Names	Total in Class
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				

TOTAL NUMBER OF PICTURES ENCLOSED

Extra notes for our team:

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