

Tools for a Successful Fundraiser

Order Letter / Email 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>

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 letters:

- order dates for your fundraiser
- your sale price
- how families can place their order.

Order letters will work best in conjunction with other marketing available through your school or day care, such as displaying your tea towel, emails, a Facebook post, note in your newsletter or parent WhatsApp group.

We recommend you send out at least 3 order letters to families. We are all so busy these days, reminders and prompts to action are mostly welcomed.

Suggested order template letters are available as follows:

Letter 1 - Order Introduction Letter

Introduction to the fundraising project, with all dates and details.
A wonderful keepsake and way to remember friends and teachers.

Letter 2 - Reminder for Orders

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

Letter 3 - Final Orders Due

Last call for orders. If your design is ready to go, include the image to show families what they won't want to miss out on.

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 \$20 each or 3 tea towels for only \$55 (be mindful not to reduce your 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 Introduction Letter

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

Letter 2 - Reminder for Orders

Adjust letter and words to suit your project. 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 Towel design will be made up of self-portraits drawn by all our children and staff. Just like a yearbook on a tea towel. The pictures and names will be arranged all together as a commemorative design then screen printed 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 children and their friends. 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 and Contact Number: _____

Student Name: _____

Class: _____

Order Quantity: _____

Total enclosed \$ _____



Last chance for tea towels, final orders are due NOW Check out our very own tea towel design below.

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 Towel design will be made up of self-portraits drawn by all our children and staff. Just like a yearbook on a tea towel. The pictures and names will be arranged all together as a commemorative design then screen printed 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 children and their friends. 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.

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TEA TOWEL ORDER FORM

Caregiver Name and Contact Number: _____

Student Name: _____

Class: _____

Order Quantity: _____

Total enclosed \$ _____



Insert your own design here if you have received it by email.

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 Towel design will be made up of self-portraits drawn by all our children and staff. Just like a yearbook on a tea towel. The pictures and names will be arranged all together as a commemorative design then screen printed onto certified organic 100% cotton 50x70cm tea towels.

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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 and Contact Number: _____

Student Name: _____

Class: _____

Order Quantity: _____

Total enclosed \$ _____



Letter templates are also available for aprons & bags

Letter 3 - Final Orders Due

If you have your design ready to go, include it with your final order letter.

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.



TEA TOWELS

The preschool fundraising committee will be running the popular tea towel fundraiser again this year. Your child's and their friends' handprints will be screen printed onto tea towels as a keepsake of their time at the Preschool.

Orders Due — Friday 10th October

Only \$20 each or save and order 3 or more for \$18 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 group tea towels, they're a wonderful keepsake and brilliant for Christmas presents as everyone has their drawing included, it's like a year book on a tea towel!

Orders Due by Friday 10th October

\$25 each or order extras as gifts and mementos and save by ordering 5 or more for only \$22 each

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



www.expressions.com.au



YEAR 6 TOTE BAGS

Order a wonderful memento of your child's final school year with a Year 6 tote bag, collaboratively designed by all the kids. Every child will have a hand drawn self portrait on the bag.

Only \$25 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



School Aprons Fundraiser for the Canteen

Printed with pictures drawn by all our children. Don't miss out! Only \$25 for a great present and lasting memory of classmates.

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



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