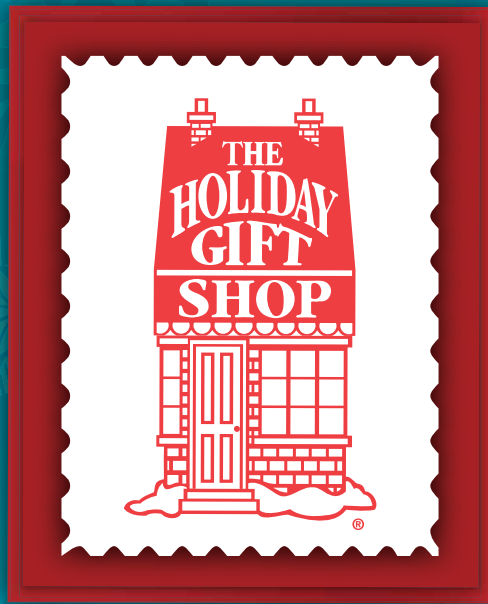


Promotion Guide

Follow this step-by-step guide
to make your Holiday Gift Shop easy & successful.





COORDINATOR'S GUIDE WEEK - BY - WEEK

This guide has been designed to take you STEP-BY-STEP through a successful promotional campaign for your "Holiday Gift Shop®" program.

Let's assume the Holiday Gift Shop® program takes seven weeks from start to a very successful finish. Your first step is to take out your Holiday Gift Shop® "Planning Calendar" and write in the dates of your Holiday Gift Shop® program. Next, count back on your "Planning Calendar" seven weeks from those dates. This is the day you start your promotional campaign.

This publicity guide will make your promotional campaign simple if you follow the WEEK-BY-WEEK schedule listed below. Make sure you assign dates for each part of the campaign and write them on your "Planning Calendar".

WEEK #1

1. Read the The Holiday Gift Shop® "General Notices", keep these ideas in mind throughout your campaign.
2. Read the "Coordinator's Messages to Parents".
3. Read "How to Work with Your Local Print Shop".
4. Prepare materials for Week #2.
5. Call your Holiday Gift Shop® representative with any questions you have.
6. Display your "Planning Calendar" in a convenient location where you can review it daily.

WEEK #2

1. Send out teachers notice (To All Teachers: This year our parents' group...). See page 8.
2. Send home "The Holiday Gift Shop® is Coming" letter to Parents (Dear Parents: Your child is invited).
3. Distribute the "Dear Boys and Girls" letter along with the chore and shopping list.
4. Send home optional savings bank and "Savings Bank" letter.
5. Read...(Suggested Morning Announcement for School Principal/Coordinator over the school public address system.
6. Start compiling a list of volunteers.
7. Prepare materials for Week #3.

P.S. YOU'RE DOING FINE!!!

WEEK #3

- (a) Hang posters with times, dates and place of your Holiday Gift Shop® program throughout the school.
- (b) Assign volunteers definite time slots to work at your Holiday Gift Shop® program.

WEEK #4

- (a) Relax, regroup and make sure everyone is UP-TO-DATE on the program.
- (b) Prepare materials for Week #5.

WEEK #5

- (a) Send out second letter to teachers (To All Teachers: As you know...).
- (b) Prepare materials for Week #6.

WEEK #6

- (a) Send home the "The Holiday Gift Shop®" brochure along with the money control envelope.
Note: The back of this brochure was left blank for you to fill in the details about your program (time, dates, location, etc.).
- (b) Repeat Principal/Coordinators morning announcements daily until you open your Holiday Gift Shop®.

WEEK #7

- (a) Open your Holiday Gift Shop®... **YOU HAVE DONE A TERRIFIC JOB!!!**

GOOD LUCK WITH YOUR PROGRAM!!!

- (b) Complete the Holiday Gift Shop® Survey and return it to your The Holiday Gift Shop® representative.





GENERAL NOTICES

It is a good idea to tell your school people (students, parents, teachers) about the Holiday Gift Shop® early (September and October) and as often as you can. We suggest you do it regularly in writing and verbally at meetings, etc.

WRITTEN NOTICES

Elsewhere in this guide, you'll see ideas for letters and flyers to your school people. Some of this information can be abbreviated and used as an addition to other notices such as:

- a paragraph on monthly menu.
- a paragraph in newsletters to the parents and community.
- a listing on school district calendars.

A sample paragraph might be:

"The Holiday Gift Shop®" is a program that enables children to select holiday gifts for their family and friends by themselves, so their purchases remain secret from those who would normally have to take them to a store. It is exciting for the children because they are really buying their own gifts, with proper assistance from adult volunteers *but with no sales pressure*. Gifts range in price from pocket change to \$10.00.

POSTERS

We provide free posters for those who use our full program. Put them up in your school's hallways and entrances.

Here are some reminders of what to put on the posters.

- "The Holiday Gift Shop®" will be held on _____
- Gifts range from pocket change to \$10.00.
- Gifts for Mom, Dad, Brother, Sister, Grandma and Grandpa!
- Save your money NOW!
- Be sure to keep your gift a *Big Secret!*

Another idea is to get the teacher to have a poster contest as an art project for each room, with candy canes, etc. as prizes.

VERBAL NOTICES

It is very important to mention this program often at:

- your board meetings
- your school's open house
- PTA (PTO) general meetings
- meetings and teachers

At these meetings cover the items listed in the Letters to Parents (shown later in this guide).



COORDINATOR'S GUIDE FOR MESSAGES TO PARENTS

Points to cover

When writing to the parents, be sure to cover these points in one or all of your letters.

- What is the Holiday Gift Shop®?
- The dates of your Holiday Gift Shop®.
- General idea of what the gifts are.
- Gift Price Range - pocket change to \$10.00.
- Explain the program is a *service* to the children and parents, and it also will be a learning experience and a fund raiser for the school.
- If used as a fund raiser, and you know that the money is earmarked for a specific purpose (ex: Playground equipment, etc.), *mention the purpose*.
- Mention the money control envelopes and their use.
- Ask for volunteer *help*. Give days and hours, who to call, etc. (hours home to receive calls) and/or coupon to send or take to school.

The two sample letters here can be used with clip art, double spacing, smaller margins, and perhaps a coupon for volunteer help.





HOW TO WORK WITH YOUR LOCAL QUICK-PRINT SHOP

If you use the local quick-print shop, you can dress up your flyers by using:

- Colored paper, and/or ink
- 8 1/2" x 14" size paper
- Changeable type in your typewriter ,
- Rub on letters - available from your stationery store - sometimes called "Press Type"
- Clip art - dark copy, drawings, etc. found in newspapers, magazines, etc., which can be borrowed for your use. We have enclosed a page of clip art, which you can use if you wish. The words "The Holiday Gift Shop®" can be effectively used as headlines on your flyers and letters. When selecting clip art, use black and white or contrasting colors or they will not reproduce well.

Since your finished copy is photographed by your printer to make a plate, you may use rubber cement to glue the clip art, the typewritten copy, etc. together to form your master. Only use rubber cement and use it sparingly. This master can be oversized or undersized and reduced or enlarged to fit the paper size you are using. Discuss this with your printer ahead of time.

You may be able to get your local print shop to give you a discount, but don't ask for it to be done free - it's tough making a living in a small business these days!

To make it easier on your printer, especially if you try for a discount, give him as much of your printing as you can way in advance and let him do it when he has free time. If you do this, he may be willing to run some of your flyers with colored ink at no extra charge. Discuss your overall plans with him - he can be of great help.

If we can help you with your publicity or if you need further assistance in preparing materials for the printer, call us, we'll be happy to help.



Sir Fun Bear®



PLANNING CALENDAR

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

WEEK
#1

WEEK
#2

WEEK
#3

WEEK
#4

WEEK
#5

WEEK
#6

WEEK
#7

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK #1					
WEEK #2					
WEEK #3					
WEEK #4					
WEEK #5					
WEEK #6					
WEEK #7					



www.funservices.com



(Date)

TO ALL TEACHERS:

This year our parents group will hold a Holiday Gift Shop® for our Holiday Bazaar. Fun Services® will provide us with enough gift items to hold the sale. The gifts are moderately priced. Some of the gifts offered will be jewelry, coffee mugs, candles, tool kits, key rings, small toys, etc.

Your teacher volunteer has a TEACHER RESOURCE BOOK available for your use as a supplement to your own ideas. It includes learning objectives, lesson plans, activities and blackline masters for experiences with money, the family, the holiday season and consumer education.

We will post a sign-up sheet in the lounge for you to select the time you wish to take your class through the Holiday Gift Shop® to buy the gifts.

We feel the Holiday Gift Shop® will be an excellent opportunity for the children to gain experience in selecting and purchasing items, and in handling money. Soon we'll be sending home a "Holiday Shopping List" for the children to use and keep track of their gift money. As a fund raiser, this program will give us a good boost in raising money for necessary projects.

If you talk it up in your classroom to get the children excited, it will help to make this sale the success we would like it to be.

Thank you for your help,

Coordinator



www.funservices.com



THE HOLIDAY GIFT SHOP® IS COMING

Dear Parents:

Your child is invited to attend our upcoming "Holiday Gift Shop®" program at school. This exciting program enables children to purchase their own special holiday gifts for family and friends.

The gifts will be moderately priced. Some of the items which will be available to the children are jewelry, tools, plaques and coffee mugs.

We will have a wide variety of different gifts for the children to choose from. We are very excited about the value of this program as a learning experience, as well as a fund raising program for the school. Please plan now to support this program.

We need a few adult volunteers to help during the shop. This will be a very rewarding program. Please call the person listed below to volunteer. Thanks for your help.

Sincerely,

Coordinator





Dear Boys and Girls,

(Date)

Our parents group is having a Holiday Gift Shop® for you and we want to tell you about it.

The Holiday Gift Shop® is a special place where you can buy gifts for your brother, sister, grandparents and friends. The shop will be held at school during school hours and you will be helped by adults, but there will be no pressure to buy gifts. All the gifts will be moderately priced.

Just think how exciting it will be to really buy your *own* gifts and keep them “secret” until the holidays. You can take home the gifts you buy at the Holiday Gift Shop®... there is no ordering. Remember to keep your gifts hidden until the holidays.

Because you will need money to shop for gifts, we feel you should earn the money. You should talk this over with your parents first and get their approval. Be sure to keep a record of how much you earn... and *how* you earn it.

Here are some ways you might earn money:

- | | |
|---|--|
| <input type="checkbox"/> Work toward better marks in school. | <input type="checkbox"/> Make your bed. |
| <input type="checkbox"/> Keep your room <i>especially</i> neat and clean. | <input type="checkbox"/> Clean garage/carport. |
| <input type="checkbox"/> Wash and/or dry dishes. | <input type="checkbox"/> Improve your behavior at home and school. |
| <input type="checkbox"/> Set and/or clear table. | <input type="checkbox"/> Read more library books (ex: 10c a book). |
| <input type="checkbox"/> Take out garbage. | <input type="checkbox"/> Take care of younger brother or sister. |

You should not expect to be paid if some of the above ideas are already your *regular* chores. You should earn this money by doing EXTRA chores and things that are not normally expected of you.

Please take this letter home and read it with your parents. The way you can earn the money to purchase these gifts is entirely between you and your parents. They may have further suggestions and you may too.

If your parents have any questions, please have them call us here at school.

Thank you, your Holiday Gift Shop® Committee.



Have fun!

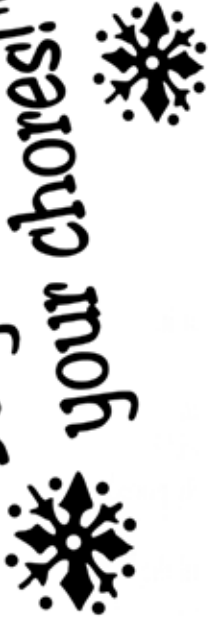


KEEP IT REAL SECRET!
DON'T FORGET ANYBODY!



(fold here)

"be good and do
your chores!"



PROPERTY OF





My Chore List

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
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<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

My Money

Ask your mom for an envelope to keep your money safe or use optional bank.



My Shopping List

<input type="checkbox"/>	Aunt
<input type="checkbox"/>	Baby
<input type="checkbox"/>	Best Friends
<input type="checkbox"/>	Brother
<input type="checkbox"/>	Cousins
<input type="checkbox"/>	Dad
<input type="checkbox"/>	Friends
<input type="checkbox"/>	Grandma
<input type="checkbox"/>	Grandpa
<input type="checkbox"/>	Mom
<input type="checkbox"/>	Neighbors
<input type="checkbox"/>	Sister
<input type="checkbox"/>	Teacher
<input type="checkbox"/>	Uncle
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____





SAMPLE LETTER TO TEACHERS RE: SAVINGS BANK (OPTIONAL: NOT AVAILABLE IN ALL AREAS)

To All Teachers:

This year our Parents Group will hold the Holiday Gift Shop® program. This practical educational experience will allow the children of our school to shop for “secret” holiday gifts for their family and friends. We will have over 70 quality items for the children to choose from.

We ask you to take advantage of this “real life” educational opportunity with your students. To enhance your efforts, we are supplying several helpful items. First, we will give each student a The Holiday Gift Shop® Savings Bank™. We suggest as you hand these out you explain the program and encourage them to start saving money right away. Remind them they should not expect to be paid if some of the listed ideas are already their regular chores. They should earn money by doing **EXTRA** chores and things that are not normally expected of them. Some ways they might earn money are:

- a. Work toward better marks in school
- b. Keep their room *extra* neat
- c. Wash and/or dry dishes
- d. Set and/or clear table
- e. Take our garbage
- f. Clean Garage/Carport
- g. Good behavior at home & school
- h. Read extra library books
- i. Watch after younger brothers/sisters

The second item available for your use as a supplement to your own ideas is a professionally designed Teacher Resource Book. It includes over 100 learning objectives, lesson plans, activities and blackline masters for experiences with money, the family, the holiday season and consumer education.

Finally, a few days before the program, we will send home another explanatory flyer along with a money control envelope to make this event simple yet successful.

We feel the Holiday Gift Shop® program will be an excellent opportunity for the children to gain experience in selecting and purchasing items, and in saving and handling money.

As a fund raiser, this program will give us a good boost in raising money for necessary projects.

Please take a few minutes to talk to your class about this exciting program as you hand out the The Holiday Gift Shop® Savings Bank™.

Thank You For Your Help!

Coordinator





SUGGESTED "MORNING ANNOUNCEMENT" FOR SCHOOL PRINCIPAL

PRINCIPAL
(OR COORDINATOR):

"Good morning, students. I have a special announcement today about something I think you're going to really enjoy. This year, as a special school project, we're going to set up a *store* right here in school ... so you can buy Holiday presents for your family and friends.

It's called The Holiday Gift Shop®. You'll be able to shop for presents, pay for them all by yourself, wrap them up and keep them a *secret*.

In the next few days, your teacher will tell you everything you need to know about the Holiday Gift Shop® and you'll get your own shopping list and some announcements to take home to your parents. So be thinking about what presents you want to buy for your family and friends.

And have a good time when you go to the Holiday Gift Shop®.





HAND-OUT SHEET TO VOLUNTEERS

Dear The Holiday Gift Shop® Volunteer:

Thank you for participating in our Holiday Gift Shop® program. It will probably get quite hectic but I am sure you will enjoy every minute as we work together and witness the joy of our young shoppers as they select those special gifts for their families and friends. Here are a few points that will insure that our Holiday Gift Shop® is successful.

1. When the kids arrive at the shop, several of them will be assigned to each volunteer. At this time you may check to verify the amount of money in their envelope.
 - a. Collect all coin envelopes.
 - b. As a helper you will be assigned one or more little shoppers to assist, be sure to obtain the child's/children's envelope that was collected in step (a) to use as a guide.
 - c. Verify the amount listed on the envelope is enclosed.

2. Although it is sometimes necessary to "guide" children in choosing gifts, whenever possible allow them to experience the decision-making process and select gifts on their own.
3. Our shop contains a wide variety of items to choose from, and various price categories. If we sell out of an item, you may sell the display item. Do not promise the child the item will be available again. Encourage them to make other choices. This is part of the learning experience.
4. If we sell out of several items in a given price range, we will place a reorder with Fun Services® at the end of the day.
5. Other instructions: _____

Again, thank you for your help.

Signed: _____
The Holiday Gift Shop® Chairperson

*Insert your own guidelines if different.





(Date)

TO ALL TEACHERS:

As you know, our parents group is holding its Holiday Gift Shop® soon. We have developed a schedule for the shop which we hope will work for everyone.

Each class will have a half hour for buying, and to make it a little less crowded and hectic, we suggest each class split into two groups... one for shopping and the other to wait their turn.

Once in the shop, each child should have his/her money and coin envelope or gift list. We will give them a "Sales Tally" order form and a bag. As they see a display item they want, a parent helper will get the item from your stock, put it in their bag, and mark it on their order form. When they are finished shopping, the children take their bag back to class.

The more excited the kids get about this, the better the Holiday Gift Shop® will be. As a result we will be able to earn extra funds for necessary projects. We hope you will help us to make this an exciting experience for the kids.

Thank you,

Coordinator



HILLSIDE SCHOOL

PRESENTS:



Sample Flyer

AT:

9AM-3PM

ON:

DECEMBER 6

IN:

THE AUDITORIUM



Children: Remember to bring your shopping list and money. Free gift bags will be provided.



SALES TALLY



FOR: _____
(Student's Name)

- GIFT #1 _____
- GIFT #2 _____
- GIFT #3 _____
- GIFT #4 _____
- GIFT #5 _____
- GIFT #6 _____
- GIFT #7 _____
- GIFT #8 _____
- GIFT #9 _____
- GIFT #10 _____
- GIFT #11 _____
- GIFT #12 _____

TOTAL AMOUNT - \$ _____

Cashier: _____
Enclose this slip with student's
merchandise as a cash receipt.



SALES TALLY



FOR: _____
(Student's Name)

- GIFT #1 _____
- GIFT #2 _____
- GIFT #3 _____
- GIFT #4 _____
- GIFT #5 _____
- GIFT #6 _____
- GIFT #7 _____
- GIFT #8 _____
- GIFT #9 _____
- GIFT #10 _____
- GIFT #11 _____
- GIFT #12 _____

TOTAL AMOUNT - \$ _____

Cashier: _____
Enclose this slip with student's
merchandise as a cash receipt.



SALES TALLY



FOR: _____
(Student's Name)

- GIFT #1 _____
- GIFT #2 _____
- GIFT #3 _____
- GIFT #4 _____
- GIFT #5 _____
- GIFT #6 _____
- GIFT #7 _____
- GIFT #8 _____
- GIFT #9 _____
- GIFT #10 _____
- GIFT #11 _____
- GIFT #12 _____

TOTAL AMOUNT - \$ _____

Cashier: _____
Enclose this slip with student's
merchandise as a cash receipt.







PROGRAM EVALUATION SURVEY QUESTIONNAIRE

We would appreciate your taking the time to give us the benefit of your experience by answering this questionnaire. This will help us to give you an even more effective program next year... and the best service ever!

GENERAL QUESTIONS

Date the Shop started _____ Number of hours each day _____

Number of days the Shop ran _____ What time of the day _____

Was your Shop run in conjunction with any other activity (bazaar, etc.) YES NO
if YES, what type of event? _____

Was the Instruction Manual easily understood? YES NO
What do you feel should have been added or changed? _____

Was the Summary and Inventory Sheet easily understood? YES NO

Was the Promotion Kit useful? YES NO
What do you feel should have been added or changed? _____

Did you think the children found the program worthwhile and enjoyed it? YES NO

Did you feel the program was worthwhile, not only as a fund raiser, but as a service to the children? YES NO

What advice would you give to your next year's program leader? _____

Was there anything we could have done to help improve your event or make it easier for you? _____

MERCHANDISE

Were you satisfied overall with the quality of the merchandise? YES NO

Was the variety of gifts... The Right Amount Too Many Too Few

Please list those items especially well received.

Please give your suggestions on the other gift giving areas or specific items that you would like to see us offer.



PRICE

Did you sell the gifts at our suggested price? YES NO
if NO: _____ Higher Lower

Do you feel any specific items were incorrectly priced? YES NO
If YES, please list the items at the approximate cost you felt they should be.
_____ \$ _____ \$ _____

COMMENTS

Will you be the fund raising chairperson next fall? YES NO
If not, will you please give the new chairperson's name _____

Please take a few more minutes to make any suggestions, comments and criticisms that you may have.
Use an additional sheet of paper if necessary. Thank you so much for your time and interest.

Please complete the enclosed Customer Agreement and return it along with your questionnaire.
This will enable us to reserve your date for next year and ensure an earlier shipping date for you.
Check the box below and fill in your preferred date for next year's "Holiday Gift Shop®".

Signature

Name _____
School _____
Address _____
City _____ State _____ Zip _____
Enrollment _____ Phone _____

Preferred "Holiday Gift Shop®" dates _____





YOUR PROMOTION GUIDE

CONGRATULATIONS!!

You have selected the best and easiest-to-use gift shop program available!

The Holiday Gift Shop® ... where children select gifts for their family and friends—by themselves—with “secret” purchases!

The kids love it because they’re actually buying their own gift—with your help. And the presents are moderately priced.

This Promotion Guide has everything you’ll need to make your Holiday Gift Shop® a terrific success. But you must plan your work and work your plan, and make sure everyone knows what’s going on at all times.

Good luck with your program, if you have *any* questions, just call us.
And thanks.



Sir Fun Bear



Sir Fun Bear



www.funservices.com