

The Complete Fundraising Guide for KidsAreStars.com Fundraisers

© KidsAreStars.com Fundraisers
All Rights Reserved REV 2/10

Welcome to a wonderful opportunity to provide a completely unique, exciting and profitable fundraiser for your class or organization!

We're unique and exciting because we provide you the opportunity to memorably capture the artwork of your class or group forever in custom-printed greeting cards and gift items. These items not only become mementos of the child's early years, but are also heartfelt and personalized gifts during the year. Parents, family members and teaching staff LOVE these items and the opportunity to purchase them from your group. These gifts will be treasured and shared for years to come.

In your fundraising efforts, we understand your needs. And that's why we have provided you with an excellent margin for your fundraising dollar... while at the same time making your order as customizable as possible. Where else can you find a fundraiser that is so personalized and customized, and yet pays 40% to your group and your group members?

Online Ordering

What also sets us apart is our commitment to your sales campaign available on the Internet. **Your organization will be provided its OWN online ordering web page for all items you make available in your fundraiser.** This makes generating more sales for your group MUCH simpler for parents and staff.

At your ordering web page, visitors will view the artwork of each child, view the items available for purchase from your group, and be directed to shopping cart pages. (Please note: Shipping charges will apply on purchases made through the online webpage. No shipping charges are added to orders that come directly from your person-to-person sales campaigns and are shipped directly to your school or organization.)

Our Goal is to Make Your Fundraiser as Simple and as Successful as Possible

So, we provide 2 Fundraiser Methods. We suggest that you read through them all, and simply select the method which will most easily work for you and your group.

We understand that some of the power of a successful fundraiser depends on how simple and quickly the whole process can be. And we feel we have discovered the secret to a successful, simple fundraiser in 3 Simple Steps.

A question we are frequently asked is: "How much time does a typical fundraiser

take?" Our experience has shown that, allowing for a variety of variables (including ship-times, printing turnarounds, campaign dates, etc.), we can partner with you and generally complete a fundraiser from start to finish in 45 days or less. Please share your time frame requirements with us. We'll work with you to ensure your success.

Our Fundraisers are Composed of 3 Simple Steps

All our fundraiser methods require just 3 simple steps:

Step 1:

Conduct an art session with your group, and send the artwork to us.

Step 2:

Conduct a sales campaign, either by email or in person, or both!

Step 3:

Place your order with us, and distribute your products when your order arrives.

That's it! It's that simple! Our simple process is what helps make A KidsAreStars.com Fundraiser is "the Funnest Fundraiser Ever!" Now, continue reading to find which of the 2 Fundraiser Methods will work best for you!

Let's begin by taking a look at the Method:

Method 1:

The "Greeting Card and Gifts" Fundraiser

Refrigerator Magnet & Custom Order Envelopes

This method includes the following items sent to you after we have received your group's artwork:

1. A sample 4 x 5 refrigerator magnet with the child's artwork, which the parent has the option of purchasing for a reduced price.
2. A sample greeting card, printed with the child's artwork and student information. This sample card can be kept by each parent.
3. Full color printed brochure, featuring all the card and gift items available for purchase during your fundraiser.
4. Customized collection envelopes with your group's name and the account checks should be made to. We will enclose enough form envelopes for your entire group.
4. A customized order worksheet to assist you in totaling your sales.

Yes, When you choose to offer greeting cards and gifts for sale for your fundraiser, **every member of your group will receive their OWN 4" x 5" refrigerator magnet and a sample greeting card**, featuring their artwork. This is a wonderful way for the member and families to see exactly what the items will look like. The parents will have the option of purchasing the magnet at a reduced price or returning it with the order packet.

Additionally, the customized 6" x 9" envelope will contain all the information necessary to complete a sale. We will include a letter introducing the fundraiser along with some simple instructions for placing orders, as well as payment information.

Method 2:

The "Greeting Card Only" Fundraiser

Sample Card & Custom Order Envelopes

This method includes the following items sent to you after we have received your group's artwork:

1. A sample greeting card, printed with the child's artwork and student information. This sample card can be kept by each parent.
2. Customized collection envelopes/order form, with your group's name and the name checks should be made to.
4. A customized order worksheet to assist you in totaling your sales.

When you choose to offer greeting cards only for sale during your fundraiser, **every member of your group will receive their OWN sample greeting card**, featuring their artwork. This is a wonderful way for the member and families to see exactly what the items will look like.

Additionally, the customized 6" x 9" envelope will contain all the information necessary to complete a sale. We will include a letter introducing the fundraiser along with some simple instructions for placing orders, as well as payment information.

Both methods include the online sales site.

Step 1:

Get Your Artwork to Us: Guidelines for Artwork

We hope you will print and distribute these guidelines to members, or familiarize yourself with them and share them with your group.

Art Session Guidelines in a Nutshell:

- 1. Paper: 8-1/2 x 11 basic white printer/copy paper**
- 2. Media: Felt Markers or Crayons (no pencils, chalk or pastels)**
Note: Felt markers produce the best reproductions.
- 3. Paper Orientation: Any orientation will work.**
- 4. Ask member to sign their artwork on the front (avoid using pencils).**
- 5. VERY IMPORTANT: Clearly & accurately identify the artwork on the back, in pencil, in the upper left corner of the paper.**
- 6. Complete the Information Form.**
- 7. Send everything to us.**

Subject of Artwork:

Definitely use your imagination if you wish to set a theme for your artwork. Themes such as Family Portraits, Pets, Favorite Things to Do, spiritual holidays (like Easter & Passover), Valentine's Day, Mother's Day, Father's Day, Vacation, etc. work well. Just make it FUN. One of the most effective motivators for truly memorable artwork is to let the members know that their artwork will appear on real Greeting Cards and Gifts that their families and relatives will use.

For "All-Occasion Cards" and Holiday Greeting Cards—

Determine, either prior to the art session or at the beginning of the art session, the types of cards you wish to produce. You can take suggestions from the members. And then simply divide the members of the group into somewhat even numbers. If your group decides to produce the most universally usable greeting card messages, divide the group by a show of hands or work pods or any other method into an approximately even number of cards of each type. The most commonly produced all-occasion cards contain these messages: "Thank You," "Happy Birthday," "Thinking of You," and "Get Well." And of course, the sky's the limit with Holiday Greeting messages and images!

Identify the artwork:

This is an extremely important step. To correctly identify the member's artwork and ensure the correct spelling of the member's name on the printed card, please identify the artwork by asking the group leader to write it. Please use a pencil so that there is no 'bleed-through' on the image on the front (felt markers will bleed through to the front of the artwork). Note: When we find the name in the upper left corner, it not only provides the correct spelling of the member's name, but helps us know the orientation of the artwork in case the artwork's orientation is arbitrarily questionable.

Ask the members to Sign their artwork on the front.

In the majority of cases, the child's signature will be visible on the card if they sign their artwork. This is a great feature that makes the card even more endearing. In this case, please do NOT use a pencil so that the signature is more visible on the card. Please keep in mind any image or writing that is closer than ¼ inch from the edge of the paper, may be cut off at time of printing.

Complete the simple form on the following page, OR contact our office directly with the information requested in the form (call or email us).

This form merely lets us know who you are, what products you will be ordering, allows us to identify your pricing during your campaign, and provides us all the information to generate your Sales Cards and custom order form. Please complete all items.

When the form is completed, either send the form with the artwork, or contact us. Gather the artwork and place the form on top.

Send the Artwork to Us:

Clip the artwork together. Make sure that each piece of artwork is identified with the correct spelling of the members' names in the upper left corner of the back of the artwork. If there are several participating groups, as in a school with several classes, please bundle and identify each group, grade or class by leader name and class level.

Include the completed Information Form and Mail the artwork to our printing office right away:

KidsAreStars.com
41307 Emerald Island Rd
Leesburg, FL 34788

This address is for sending artwork only, use Arkansas address for all other correspondence.

Note: It's a great idea to send your artwork via a method with tracking (like Priority Mail with Delivery Confirmation) as a measure to ensure your packet arrives safely.

Then, watch for your sales package from us! (All your original artwork will be returned with your final order.)

Completely Customized Fundraiser Information Cover Sheet

Enclose this completed page with your Artwork or Call/ Email us with the information required. (If you are a school, or have multiple groups participating in this fundraiser, please enclose an Information Cover Sheet for EACH group participating.)

Group/ School Name:

Mailing Address:

City, State, Zip:

Shipping Address (if different from Mailing Address): _____

Contact Person: _____ Contact Phone Number: _____

Contact Email Address: _____

Number of Students Participating in THIS GROUP: _____ Grade Level (if applicable): _____

Teacher/ Leader Name: _____

Who should checks be made to for purchases? (this will be printed on the sales envelope)

Sales Card Text: Would you like us to print inside the sales card information about your group, information about how funds raised will be spent, or any other added text? If so, please attach the additional text or hand write it on the back of this sheet.

___ Box of Group Note Cards: (5.5" x 4.25" only)

Your Re-Sale Price: _____

___ Box of Group Stationery

Your Re-Sale Price: _____

Place this sheet on top of your group's artwork, and mail to:

KidsAreStars.com
41307 Emerald Island Rd
Leesburg, FL 34788

Step 2: Next, Conduct Your Sales Campaign

Begin your campaign when you receive your package from us. We'll be partnering in your efforts to conduct as successful a campaign as possible, while keeping the entire process as SIMPLE as possible!

Here are a variety of recommended methods to generate sales:

Send a Note Home with Each Child Announcing the Fundraiser

We urge you to consider sending home a note to parents from you by way of the child. This can be a very important tool to let parents know what your class or group is working to accomplish. This will virtually guarantee that the household will make purchases to support the fundraiser. In our past, we discovered that in fundraisers where the sales numbers were less than hoped for, consistently a reason for the lower sales invariably was found to be because the parents were unaware of your group's fundraiser. So, please do send a personalized note home with each child. It will generate sales from the household, and will generate sales as you employ the parent to support their child.

We urge you to use a letter like that provided below (in your own words) to ensure that every child's artwork is represented in this fundraiser (filling in the correct items found in parentheses below):

Dear Parent,

As you probably already know by now from your child, our class (or group) is conducting a fundraiser to (describe what the funds will be used for). The fundraising method we are using is through the sale of Greeting Cards and gifts, which will feature the artwork of our class (or classes)!

We are very excited about this opportunity to create something we are sure you and your family and friends will treasure for a lifetime. I know that you will personally want to order several items because they will be mementos for both you and your child. At the same time, you'll be supporting (your group or school) in generating funds necessary to meet our financial goals this year.

There are several ways that you can support your child in this fundraiser. Perhaps the simplest and most effective way is to send emails to the friends, relatives and acquaintances in your email address book. Simply refer your friends to this online ordering website address: www.kidsarestars.com, and click onto online sales link. There you will be taken to a page where you can view the artwork of all the students, a description of the products you'll be able to purchase, and an online secure order form.

Thank you in advance for any and all support you will be able to provide our group in reaching our goals. We have set a goal of 100% member participation this year with this fundraiser.

In addition to sending emails, we suggest you make phone calls on your child's behalf, and making contact with the relatives, co-workers and friends in your life, you will be making a HUGE difference in the future of (your group or school).

So I hope I will be able to count on your support, for your child and for the future of (your group or school). And I look forward to sharing our success with you in the near future!

Sincerely, (Your Name)

Person-to-Person Sales Campaigns

In addition to a note home to parents and emails to friends, relatives and acquaintances, members and parents can make contact with others in a more traditional sales campaign.

Begin by distributing the personalized prototype Sales Cards to each appropriate member, along with a customized Order Form envelope. The form will already be filled in with the necessary information needed to accurately complete a sale.

Here are some ways you can conduct a more traditional person-to-person sales campaign with students, parents and your staff:

1. Do you have BIG EVENTS coming up where you'll be able to set up a table to take orders for cards? Silent Auctions? Conferences? Sports Events? Take the box of sample cards along with some extra order forms, and take orders for group and individual cards!

2. Make a list of people to contact!

One of the most effective ways to make contact with the people who are most likely to purchase is by taking the time to ask your members to begin thinking of people they know. Parents, relatives, friends of parents, people at their church, and other people the members know. If your members are old enough, our recommendation is to think of 25 people the group knows who they can contact. We do NOT recommend the that kids sell to people they do not know. ONLY approach relatives and acquaintances of the family and group.

3. Suggest Ideas for Uses

One of the most successful ways to increase sales volume is to suggest other uses for the cards and stationery in addition to personal use. Work with the group to discover different ways the cards may be used, such as: **Hostess Gifts for Mom, Gifts to Grandma and Grandpa, Aunts & Uncles, 'Thank You' Gifts, Holiday Gifts and Stocking Stuffers for next year, and so on.**

4. Set Sales Goals

Again, if your group is old enough, another effective tool we know of is to **ask the members to set goals for themselves.** If your group is made up of children who are quite young, and/or if you as the teacher or leader are uncomfortable with this exercise, disregard it. But we've found that goal-setting, and accomplishing goals, can be a very empowering exercise for older children and youth.

A comfortable sales goal for each member of your group is 5 boxes. However, because of the personalized and unique nature of these cards, it's very easy to sell more if everyone will contact the people on their list.

5. Set Sale Dates

We've found that by setting sale dates of 10 to 15 days enhances the excitement and keeps the momentum going.

Remember that when EVERY member makes at least ONE sale, your group WINS!

The key is to HAVE FUN!

When you've finished your sales campaign,
place your order with us.

Step 3: Place Your Order With Us

Our commitment to you is to make this fundraiser as simple and successful as possible! We hope we have done just that for you, and look forward to producing your order.

When you have completed your fundraiser sales event, here's what you need to do next:

Gather the member Order Forms

Use the customized order worksheet that arrived with your sales materials, or the Final Totals Worksheet (the final page of this manual) to determine your order quantities and the dollar amount of your order to us. Add your total numbers so that you will know what your final order will be.

Place the completed order worksheet on top of ALL the individual member order envelopes, write your check for your order, and send everything to us. We will develop our printing order based on the information provided on the order envelopes. We'll then return all the order envelopes with your order, along with the original artwork.

Send to our printing office:

**KidsAreStars.com
312 Eureka Ave.
Berryville, Arkansas 72616**

That's It!

Just wait for the order to arrive. On average, allow approximately 2 week production time, and a few days shipping time to receive your order.

Contact us today if you have any questions:

info@spaceprinting.com

***Remember to Recommend Online Ordering at
www.KidsAreStars.com***

Experience has shown us that once the children begin distributing the card sets and gift items, parents, friends and relatives of the children always wish they could have ordered more!

All online orders will generate MORE REVENUE for your group!

The opportunity NEVER EXPIRES. We will honor all orders, regardless of size, time of year, or quantity, and send your revenue from the sale to you.

We will send you a copy of their Invoice total.

Once we receive payment, we begin producing the order, and ship. The whole process takes 10 to 14 days.

Monthly, we tabulate and mail out earnings checks to those groups whose cards and stationery have generated sales from the website.

Remember, these sales and revenues are ongoing! This means that you will be able to earn residual sales every day, 24/7, from every campaign you conduct with KidsAreStars.com, from now on!

So, remember to share this website, to continue raising funds for your group: www.KidsAreStars.com

Final Total Work Sheets

Item	Quantity Sold	Wholesale \$	Total
Sample Magnets	_____	\$3.00	_____
Apron	_____	\$12.00	_____
Back Sack	_____	\$12.00	_____
Book Mark	_____	\$6.00	_____
Coasters	_____	\$6.00	_____
Cutting Board	_____	\$16.50	_____
Greeting Cards	_____	\$12.00	_____
Ball Cap	_____	\$9.00	_____
IPhone 4 Cover	_____	\$12.00	_____
IPhone 5 Cover	_____	\$12.00	_____
Key Chain	_____	\$4.80	_____
Magnet	_____	\$4.00	_____
Mouse Pad	_____	\$7.50	_____
Coffee Mug	_____	\$9.00	_____
Memo Pad	_____	\$4.20	_____
Christmas Ornament	_____	\$6.00	_____
Place Mat	_____	\$9.00	_____
Pot Holder	_____	\$9.00	_____
Shoulder Bag	_____	\$15.00	_____
Slate Rock	_____	\$15.00	_____
Tot Bag	_____	\$9.00	_____
Framed Trivet	_____	\$12.00	_____
Wallet	_____	\$12.00	_____
Totals	_____		\$ _____

(amount to send with order)