



Mv Kids Are First Rep:	Phone #
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1. Choosing Your Dates

Most schools run the program for 4-5 days. A shop must run for at least 2 days in order to be worth your time. Please plan to end your sale with enough “wobble room” to allow a few days BEFORE Christmas vacation to wrap everything up. Here are some examples of good dates to select for your shop...

We recommend choosing an earlier week to allow that extra time you may need before the holidays for other school events which seem to sneak up at that time of year. Also, if you need to borrow a cash register, they are more plentiful the earlier you hold your sale.

Start Date: _____	End Date: _____
Unsold Items Picked Up in Office - “Week of” Date: _____ by	
9am	

2. What you will receive...

Shipment 1

- ✓ “Watch For” Flyers
- ✓ “IT’S HERE!” Flyers
- ✓ Gift Guide
- Envelopes
- ✓ Posters

(Will arrive about a month before your shop so you have time to prepare the

Shipment 2

- ✓ Table Cloths
- ✓ Banners
- ✓ Mylar Gift Bags
- ✓ Shopping Bags
- ✓ Pricing Tents
- ✓ Items for selling

(Arrives approx. 2 weeks before shop start

Please check your shipments to make sure you have everything. Count your flyers to make sure you have enough. If you are short, call Kids Are First Fundraising to request additional flyers. (1-800-500-3310)

3. Damaged Items

If an item arrives damaged, just throw it away. Don't worry, you are only charged for the items that you sell. You count money, not items.

4. NO Inventory Billing Sheet

Great news! You don't have to count inventory IN OR OUT! You count money, not items. We only charge you for what you have sold. So relax and enjoy this great part of our service! **NOTE : If you don't fill this out, you will be billed for EVERYTHING that was sent to you.**

5. Advertising the Shop

Here is a simple timeline for advertising your shop:

- ✓ *2 Weeks prior* – Send home “Watch For” flyers and hang up posters at school. Include an announcement about your shop in the school newsletter and on the website. (Be sure to include shop dates and hours.)
- ✓ *One Week prior* – The “Holly Jolly Holiday Shop is Next Week” banner will remind people that the shop is coming soon. On Monday morning, it can be changed to the “This Week” banner. These banners can be tied on the school fence, hung from the roof, tied to poles or put in any other obvious location that can be seen.
- ✓ *3 Days prior* – Send home “IT'S HERE” flyers, with a schedule printed on the back, stating what days and times each class is scheduled to attend (A sample letter is on page 5 of this planner). Staple a “Gift Guide Envelope” to each flyer (parents will use this to send money to school with their child).
- ✓ *First Day of Shop*– Set up “This Week” banner, and use decorating kit to make a “big deal” of the shop starting.
- ✓ Make announcements over the PA system at school about the shop.

6. Scheduling Classes

Place a sign-up sheet in the teacher's lounge for the teachers to choose their shopping times (see the sample sign-up sheet on the last page of this planner).

7. Determine Your Profit Mark Up

Use the “**Profit Determination Form**” (page 6) to calculate your prices based on the % of profit you indicated on your original contract. **PLEASE do not make up your own pricing!** Each item has a sticker stating the “Price Code number” or PC#. They range from PC #16 & PC #1-13. Use the sheet to make a Price Key for your cashiers (page 7). **DO NOT COLLECT SALES TAX FROM CUSTOMERS;** it is already included in the base price (if applicable).

8. Setting up Your Shop

What You Will Need...

- **A classroom, library, etc., for your shop location**
(Be sure to get the principal's approval and have the area reserved well in advance)
- **Tables, tables and more tables - at least 6 tables (8 ft)**
(Be sure to put in a requisition to the custodian for these)
- **Cash Register or Cash Box & Calculators** (We have some registers that you can borrow, but the request needs to be marked on your contract at the time of signing)
- **Stapler, Markers, Pens, Pencils, Tape, Change and Starting Currency** (\$20 in quarters, \$5 in dimes, \$2 in nickels, \$23 in dollar bills and the remaining in various bills for a total of \$100)
- **Parent Volunteers!!!** (3-5 volunteers at all times helps things run smoothly)
- **Make several copies of your "Price Key" with your selected pricing for easy reference** (page 7)
- **Items for purchase, price tents and shopping & gift bags**
- **Keep boxes items are sent in to use for returning unsold items**

Set up your shop with a nice flow (see diagram on page 8). Be sure to place your lower priced items closest to the cashier (so they can help monitor those "five finger discounts" that sometimes occur). Have an entrance and an exit to your shop.

9. Reorders

We recommend running this shop like a "going out of business sale." We recommend reordering only if you have sold 50-70% of your merchandise. However, if you have a "runaway" item that you sell out of very quickly and know you can sell more, you can definitely reorder that item. Here is the procedure for reorders:

1. Fill out the reorder form - included in this planner (page 10)
2. **Email your reorder to hollyjolly@kidsarefirst.com or Fax the form BEFORE 12:00noon PST to Kids Are First Fundraising at 1-800-993-9770.**
3. Reorders can be made Monday, Tuesday, or Wednesday of the sale week. Thursday ordering is available but not recommended due to UPS shipping delivery time.
4. Reorders can be done by emailing, scanning, or faxing your order. Please note confirmation of order received will be a UPS shipping notification sometime the day of the reorder.

5. Reorders are sent by UPS and will typically arrive sometime the next business day - They will arrive whenever UPS deliveries arrive at your school
6. Only reorder items you REALLY NEED.

10. The Last Day of Your Sale

Please follow these very simple steps to complete your sale without any hassles:

1. Pack up and clean up – put all unsold items in the packing boxes. Price categories can be mixed. Just pack the items into the same boxes from which you unpacked them when you began your shop. Please use as few boxes as possible when packing items.
2. If you borrowed a cash register – place the register carefully into the original box with the original packing materials, two keys, and register information sheet. Please do not leave keys inserted into drawer or register, but place them on top.
3. Fill out the NO INVENTORY BILLING SHEET (NIBS) included in this planner (page 9). This form is very simple and is also your sales record and invoice. The information can be figured from your total daily sales (Page 9 - Line 6) or by simply putting the daily sales totals onto each line.
4. Write a check for the total due on the NO INVENTORY BILLING SHEET (page 10). Make check payable to **KIDS ARE FIRST FUNDRAISING**.
5. Place your 1) packed boxes, 2) register (if applicable), 3) NO INVENTORY BILLING SHEET (page 9), and 4) Check, in the front office. **Do NOT put your No Inventory Billing Sheet & Check into a box.** Place them into an envelope and have them given directly to the driver. Let the secretary know that Kids are First Fundraising will be picking up in the next few days.

Do these things all on the last day of the sale. **Plan to have your treasurer there to process the deposit and get the check made.**

Item Pick Up Options:

Kids Are First Fundraising Pick Up

If you are located in...

Los Angeles County
Orange County
Riverside County
San Bernardino County
San Diego County

Kids are First Fundraising will pick up your leftover product, paperwork, check and cash register (if applicable) on the date selected.

UPS Pick Up

If you are located in...

Ventura County
Kern County
Clark County, NV

Please call 1-800-500-3310 on the last day of your sale. You will receive UPS labels by email for shipping your product back. Product will ship directly to Kids Are First Fundraising.

The check & paperwork are mailed directly to Kids are First Fundraising.

If you have a cash register, it will ship to Kids are First Fundraising separately from your product and check.

SAMPLE LETTER TO BE PRINTED ON THE BACK OF THE “HAS ARRIVED”
FLYERS

Dear Parent:

As you know, the Holiday Shopping Season is upon us. Our school is sponsoring a way for your child to “secretly” shop for special gifts for family and friends.

Your child will shop on the date and time noted below.

Gift prices range from \$0.25 to \$12.00 with most items in the \$1.00 to \$5.00 range. After you and your child have decided “who” they will be shopping for and “how much” they can spend for each of these individuals, please place that information on the attached Gift Guide envelope, along with your child’s name, shopping date, time, and the total money enclosed.

Each gift will be sent home in its own gift bag with a “to/from” label printed on it. We really look forward to being a positive part of your child’s shopping experience.

Happy Holidays!

Your Child’s Teacher:	_____	Rm#	_____
Shopping Date:	_____		
Shopping Time:	_____		

Holly Jolly Holiday Shop Profit Determination Form

Prices Code	*Group Wholesale Cost 0% profit	Price for 5% Profit	Price for 10% Profit	Price for 15% Profit (Rounded)	Price for 20% Profit
PC #16	\$ 0.25	\$ 0.30	\$ 0.30	\$ 0.35	\$ 0.40
PC #01	\$ 0.50	\$ 0.55	\$ 0.55	\$ 0.60	\$ 0.65
PC #02	\$ 1.00	\$ 1.05	\$ 1.10	\$ 1.15	\$ 1.25
PC #03	\$ 1.50	\$ 1.60	\$ 1.65	\$ 1.75	\$ 1.90
PC #04	\$ 2.00	\$ 2.10	\$ 2.25	\$ 2.30	\$ 2.50
PC #05	\$ 3.00	\$ 3.25	\$ 3.35	\$ 3.45	\$ 3.75
PC #06	\$ 4.00	\$ 4.25	\$ 4.50	\$ 4.60	\$ 5.00
PC #07	\$ 5.00	\$ 5.25	\$ 5.50	\$ 5.75	\$ 6.25
PC #08	\$ 6.00	\$ 6.50	\$ 6.75	\$ 6.90	\$ 7.50
PC #09	\$ 7.00	\$ 7.50	\$ 7.75	\$ 8.05	\$ 8.40
PC #10	\$ 8.00	\$ 8.50	\$ 9.00	\$ 9.20	\$ 9.60
PC #11	\$ 9.00	\$ 9.50	\$ 10.00	\$ 10.35	\$ 10.80
PC #12	\$ 10.00	\$ 10.50	\$ 11.00	\$ 11.50	\$ 12.00
PC #13	\$ 12.50	\$ 13.25	\$ 13.50	\$ 14.50	\$ 15.00

(Prices above may have been rounded up or down to the nearest coin/bill)

**Charging prices higher than the 10% profit margin
is NOT recommended for maximum participation**

***Cost of merchandise to be paid is based on the Group
Wholesale Cost (0%)**

**DO NOT MAKE UP YOUR OWN PRICING AS SALES TRACKING
WILL BE DIFFICULT!**

Please have check ready by Monday following the end of the sale.



Price Key For Cashier

Price Code	Retail Price
PC #16	
PC #01	
PC #02	
PC #03	
PC #04	
PC #05	
PC #06	
PC #07	
PC #08	
PC #09	
PC #10	
PC #11	
PC #12	
PC #13	

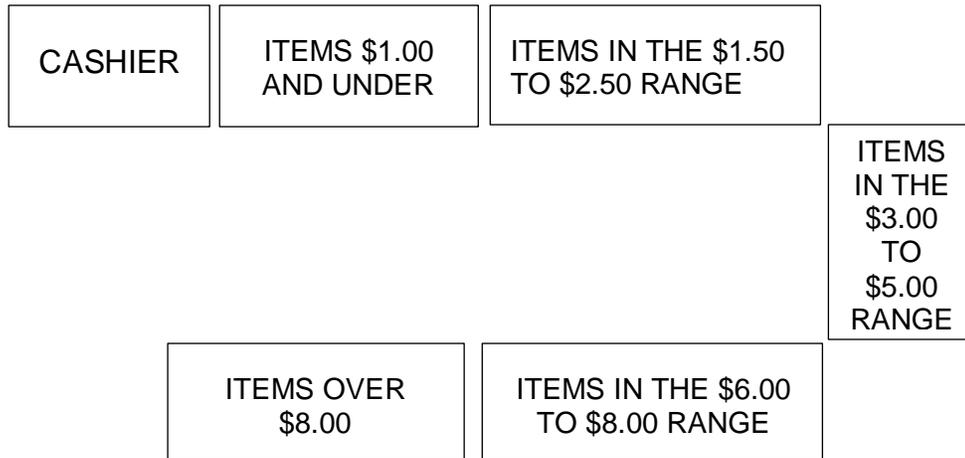
* Write prices you are charging for each item in the Retail Price Box. DO NOT COLLECT SALES TAX. DO NOT MAKE UP YOUR OWN PRICING. USE THE PROFIT DETERMINATION FORM (page 6) FOR PRICING.

*Make several copies of this sheet and post on the walls, give to each volunteer, etc.

SETTING UP SHOP...

If at all possible, try to set up your Holiday Shop the evening before you plan to open. You will need about 4 people to help you and it will take about 3 hours to complete this part of your project.

- TABLES:** You will need at least four (6) 8 foot tables to display the gifts and an additional two or three tables to put behind the display tables to keep selling stock of gifts on. You will also need a small table for your cashier.
- TABLECLOTHS:** Cover the display tables with the “Holly Jolly Holiday Shop” tablecloths.
- DISPLAY GIFTS:** Group the items by price with the least expensive items at one end of the display and the most expensive at the other. Place price tents in front of each price group.



- ADDITIONAL GIFTS:** Place your additional gifts on tables behind the display tables for easy handling.
- PRICING:** After you have supplied us With the profit percentage you wish to make, you will be provided with a selling price for each code. Write the Code Number and the Selling Price on a Price Tent and then place the Price Tent in front of the group of items with that price code.





For help with your bill, please contact
Kids Are First Fundraising at:
1-800-500-3310

Make Check Payable to:
Kids Are First Fundraising
 If KRF is picking up your product, please include this sheet with a check for the driver.
 If UPS is picking up your product, please mail this sheet and your check on Monday after your sale ends to: 220 Deining Circle, Corona, CA 92880

School: _____
 Chairperson: _____
 Address: _____

NO INVENTORY BILLING SHEET (NIBS)

*TOTAL SALES FOR DAY 1-----	
*TOTAL SALES FOR DAY 2-----	
*TOTAL SALES FOR DAY 3-----	
*TOTAL SALES FOR DAY 4-----	
*TOTAL SALES FOR DAY 5-----	
*TOTAL SALES FOR DAY 6-----	
*TOTAL SALES FOR DAY 7-----	
TOTAL FOR ALL DAYS SALES-----	
LESS PROFIT MARGIN, IF ANY-----	
AMOUNT OF GROUP CHECK-----	

You do not have to count any merchandise IN or OUT!

- 1) Enter the daily totals for each day in the space above.
- 2) At the end of your sale, total all sales and SUBTRACT your PROFIT percentage.
- 3) Remit the balance due to Kids Are First Fundraising.

RETURNING MERCHANDISE BOXES, CHECK, AND PAPERWORK MUST BE IN YOUR OFFICE AT 9AM ON MONDAY FOLLOWING YOUR SALE READY FOR PICK UP BY WEST COAST FUND RAISING or UPS. IF UPS IS PICKING UP, PLEASE MAIL YOUR CHECK ON MONDAY TO KIDS ARE FIRST FUNDRAISING – 220 DEININGER CIRCLE, CORONA, CA 92880.

MAKE CHECK PAYABLE TO: Kids Are First Fundraising



HERE IS A SAMPLE SIGN-UP SHEET.
PLEASE ADJUST IT TO YOUR SCHOOL'S SCHEDULE

**TEACHERS - SIGN UP NOW
FOR YOUR PREFERRED TIME
FOR YOUR STUDENTS TO SHOP:**

MONDAY

9:00-9:30

9:30-10:00

10:00-10:30

10:30-11:00

11:00-11:30

11:30-12:00 **BREAK BREAK BREAK BREAK**

12:00-12:30

12:30-1:00

1:00-1:30

1:30-2:00

2:00-2:30

2:30-3:00

