



# **WEST COAST FUND RAISING**

Your Elementary school's  
Fundraising Specialist!

# **SUPER HEROES**



# **2017**

# **PROGRAM PLANNER**

**WEST COAST FUND RAISING**

**220 DEININGER CIRCLE**

**CORONA, CA 92880**

**1-800-500-3310**

**FAX: 1-800-993-9770**

**CUSTOMER SERVICE (FOR ORDER CORRECTIONS)**

**1-800-258-3798**

[www.KIDSAREFIRST.COM](http://www.KIDSAREFIRST.COM)



by West Coast Fund Raising



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# Introduction

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## *Welcome!*

This Program Planner has been organized with **“YOU”** in mind. The first section is a checklist to give you a brief overview of the program and a way to track your progress. If you follow it and refer to it at each step of the fundraiser, this Program Planner will show you what to do and when to do it.

Your fundraising program is broken down into several steps in this Program Planner. A complete system for running a “trouble-free” program is detailed for you. You can have complete confidence in this system because it is the “result” of several thousand **successful** fundraising programs!!

If you have any questions during the sale, please call us at:

**(800) 500-3310 OFFICE**

**(800) 993-9770 FAX**



**“Hi, I’m  
SUPER DOG”**

**Representative Name:**

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**Online Ordering GROUP ID:**

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**Don & Shirley Zink, Owners**

**Kids Are First**  
by West Coast Fund Raising  
220 Deining Circle  
Corona, CA 92880

# **MEET OUR WONDERFUL TEAM!**

## **West Coast Fund Raising Account Executives (800) 500-3310**



Troy Duncan  
Account Executive  
Manager

Inland Empire, CA



Mike Wooten  
Account Executive

Los Angeles County,  
Ventura County, CA



Jenifer Noble  
Account Executive

Orange County, CA



Jim Willard  
Account Executive

Los Angeles County,  
Fullerton, Brea, La Habra,  
CA



Kami Duncan  
Account Executive

San Diego County, CA



Wendy Krueger  
Account Executive

Los Angeles County, CA



Brian Estevez  
Account Executive

Clark County, NV

# ***DISPLAY BANNER IN FRONT OF SCHOOL***

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# Checklist (Summary of Duties Each Step of the Way)

## Goals

Make sure staff, parents and students know the goals for your fundraiser.

## SHOW THEM WHERE THE MONEY GOES



## Supplies

- Go through your boxes and make sure you received what is on your packing list. Your supplies should include Back to School Night samples, motivational supplies for the classroom and the student packets. Make sure you have enough brochure packets.  
Multi-track schools will receive more supplies for the 2<sup>nd</sup> kick-off at a later date.

## Dates

Teacher Meeting:	_____
Back To School Night:	_____
Kick-Off Assemblies:	_____ Time(s) _____ End Date _____
2 <sup>nd</sup> Kick-Off Assemblies:	_____ Time(s) _____ End Date _____

- Make sure there is ample time allowed between assemblies for students to enter and exit.
- Make sure all of the above dates are on the school calendar.

## Teacher Meetings

- CLASSROOM TEACHERS' PRESENTATION - Arrange for an 8-10 minute presentation for classroom teachers only.
- PTA ATTENDANCE - Have a PTA representative available to attend the meeting.
- HAND-OUTS – Have supplies and classroom posters available to pass out to the teachers.

## “Back To School Night”

- DISPLAY - Arrange to have a nice display at your “Back-To-School Night.”
- PRESENTATION - Make a short presentation to promote the importance of the project.
- BANNER - Display the "Kids Are First" banner to promote your sale.

## Kick-Off Assemblies

- BROCHURE PACKETS - Are the packets counted for each classroom and ready to go home with the students on Kick-Off day?
- Did you arrange a place for the Kick-Off assembly? Does the custodian know about it?
- OTHER PRESENTATION MATERIAL - Have you arranged to have a table (6-8 feet), a working microphone, a screen and a small table or cart for a PowerPoint presentation (indoor Kick-Off only)? We have our own projector.

## During The Sale

- Display the "Kids Are First" banner to promote the sale.
- Check with teachers to make sure they have enough "ANYONE CAN BE A SUPERHERO" Lanyard for the students who sell 1 item.
- Check with teachers to make sure they have enough "SUPER HERO characters" for the students who sell 2, 4, 7 and 9 items.
- Count coupons daily. Take the mascot “**SUPER DOG**” to the winning classroom(s) and deliver 1 playground ball for the classroom to keep.
- Encourage teachers to let students parade with the mascot “**SUPER DOG**” during recess.
- After the coupons are counted, put the coupons into a drawing bag for “**SUPER DOG’s Lucky Drawing**”.
- Plan to have daily drawings. Each day pick 6 coupons. Have these 6 students pick a brown bag from the “Drawing Bag.” The student who picks the “**SUPER DOG’s Backpack Pal**” will win a “**VR GOGGLE**”

## Pre Turn-In Day

- REMINDER LETTER - Send a reminder letter home announcing the day, date and instructions for "Turn-In Day." (*See page 14*)
- STUDENT ENVELOPE HANDLING - Give teachers instructions on how you want them to handle the Student Envelopes on the Turn-In days. Caution them to be very careful with the student orders - there is a lot of time and money represented here. Have them rubber band the student Money Collection Envelopes and turn them in to you each day.

## Turn-In Day(s)

- STUDENT "MONEY COLLECTION ENVELOPE" - Collect student Money Collection Envelopes daily. Do not allow money and order forms to sit around the classroom.
- HANDLING MONEY & ORDER FORMS - Review and follow the procedures for handling money and order forms below.
- BANK DEPOSITS - Bank money daily. Don't allow money to "sit around." It usually won't.
- KEEP RECORDS OF STUDENT COLLECTIONS - Keep STUDENT MONEY COLLECTION ENVELOPES and YELLOW COPY of the order forms in a safe place. They are your best records of what was received from the student. We recommend keeping them until the end of the school year.

## Order Form Turn-In

Turn in order forms to West Coast Fund Raising by (Return Date on your Contract). It is imperative that order forms are turned in quickly to ensure a prompt delivery date.

- WHITE COPY - Separate the order forms and make sure you send the white copy to West Coast Fund Raising.
  - YELLOW COPY - Keep the yellow copy for your records.
  - PINK COPY - Student keeps the pink copy.
  - TOTAL AMOUNT - Put the total amount collected in the grey box marked "**Chairperson Use Only**" at the bottom of the order form -- this is very important!
  - Place order forms into the large white CLASSROOM ORDER FORM TURN IN ENVELOPES provided. GROUP THEM BY TEACHER and BY TRACK (where applicable).
  - ALPHABETIZE ORDERS** - By student last name within each envelope.
  - Make certain if a student has multiple order forms, they are stapled together. *(See pg. 18)*
- 
- MAILING ORDER FORMS:
    - SHIP ORDER FORMS TO: West Coast Fund Raising, 220 Deininger Circle, Corona, CA, 92880 by Fed-Ex Ground, using the pre-paid shipping label included in the survival kit.
    - CALL WEST COAST FUND RAISING to let us know when you are sending the orders.

## Delivery

- REMINDER LETTER - Send a reminder note home announcing the day, date, and instructions for "Order Pick Up." *(See page 22)*
- PAYMENT READY FOR DRIVER - Have a check or money order ready to give to the driver on the day of your delivery. *(See Page 25)*

## Solving Problems

- For your customers' convenience, they may call 1-800-258-3798 or go to [www.kidsarefirst.com](http://www.kidsarefirst.com), click on ORDER ISSUES fill out and submit the Merchandise Replacement Form to report any problems with their order. The correct product will be delivered to the school within 2 weeks.
- They will be instructed to check their orders within 3 days of delivery and call us with any discrepancies.
- PARENTS MUST REPORT PROBLEMS IMMEDIATELY - We will pack the corrections by student and teacher and send them to the school for distribution.

## Closing Your Account

- Your account is to be paid in full at the time of delivery.
- A 10% LATE CHARGE WILL BE ADDED TO ALL ACCOUNTS AFTER 30 DAYS.
- CREDITS - If you have any returned items for which you need credit, let us know so we can issue a check.

We are always glad to receive your comments or suggestions about our program. Please let us know what we did right or how we can do a better job for you!

***THANK YOU FOR WORKING WITH  
WEST COAST FUND RAISING!***

# Getting Organized

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## Product Samples

West Coast Fund Raising furnishes each school with selected samples of the products you will be selling. Making the best use possible of these items is vital to your success (see below). Their purpose is to demonstrate the quality of items being sold to your community. You may keep these items.

## Open House - "BACK TO SCHOOL NIGHT"

- Make a short presentation about your upcoming fundraiser at the general meeting.
- Encourage parents to participate.
- Outline the goals for your campaign, including how the money benefits the students.
- Display the "Kids Are First" banner in a prominent location just before and during the sale.
- Prepare an attractive display of the back to school night samples received.
- Ask parents to stop by the display to look at the quality of the sample products.
- Set up a photo display to show parents what types of items your school has used the fundraising money for over the past 4-5 years.

## Pre Kick-Off

Take some time to organize the supplies & materials PRIOR to the Kick-Off day.

## Student Packages and Order Forms

- Packets will be shipped in **boxes of 30**. Each box has **3 sets of 10** brochures, rubber-banded together, to make it easy for you to distribute.
- Check each box to make certain that you have the correct number of packets.
- Check one packet to make certain that the information on your parent letter is correct.
- Obtain a teacher list with the number of students in each class.
- Organize the packets to distribute to teachers. You should have one packet per child and one for the teacher. Do not give out extras unless requested. Place a few extra packets in the school office.
- Count out the packets **at least a week prior to the sale** to insure that you have enough. If you need more, call the office as soon as possible so we can prepare them for you.
- Have packets/supplies available for teachers either the night before or the morning of the Kick-Off.
- Brochures can be viewed online at [www.kidsarefirst.com](http://www.kidsarefirst.com) or [www.westcoastfundraising.com](http://www.westcoastfundraising.com).
- Have students contact out of town relatives and friends and have them look on the internet to see the products. Products can be ordered on the internet and shipped directly to the customer's home.

**NOTE: IT IS URGENT THAT PACKETS GO HOME WITH ALL STUDENTS ON KICK-OFF DAY!**

# Super Hero Characters and Posters

Each Teacher Will Receive:

- One Classroom Poster
- A bag of "ANYONE CAN BE A SUPERHERO" Lanyards- Students receive an "ANYONE CAN BE A SUPERHERO Lanyard" when they sell 1 item.
- "SUPER HERO characters" - Students receive a " SUPER HERO character" when they sell 2, 4, 7 and 9 items
- A small white coupon envelope

Keep your extra supplies at school and when a teacher needs more supplies, fill requests from your stock. If you are running low, check with the teachers to see if any of them are overstocked. Again, let us know a few days ahead if you think you will need more of anything.



**KIDS ARE FIRST ANYONE CAN BE A SUPERHERO!**

**REMEMBER BOYS AND GIRLS. SELL 1 ITEM**  
 RECEIVE THE SUPERHERO RED LANYARD  
 PLUS Receive 1 "Superhero" Key chain with your order.

**THE CLASSROOM THAT TURNS IN THE MOST COUPONS**  
 will win **SUPER DOG** for the day.  
 PLUS a playground ball for the class.

**IF YOU GET SUPER DOG YOU WILL WIN A VR GOGGLE**  
 (soft phone not included)

**FIND THE SUPER HERO CONTEST**  
 We've hidden 5 small super hero icons like the ones to the right somewhere in the KIDS ARE FIRST brochure. If you locate all 5 icons you may enter our FIND THE SUPER HEROES drawing. You could be one of 10 winners of a \$25 Best Buy Gift Card. Enter by sending an e-mail to: [info@kidsarefirst.com](mailto:info@kidsarefirst.com). Be sure to enter SUPER HEROES on the subject line and include the page numbers where you found each Super Hero, and your name and school name in the body of your e-mail.  
 ENTRY CLOSING: 1pm, December 8, 2017

**PRIZES YOU CAN EARN**  
 SELL 2, 4, 7 AND 9 ITEMS AND TURN IN COUPONS TO RECEIVE SUPER HERO CHARACTER PER COUPON and be entered in the drawing.  
**REMEMBER: ALL COUPONS WILL BE ENTERED IN SUPER DOG'S LUCKY DRAWING FOR A CHANCE TO WIN ONE OF SUPER HERO'S BACK PACK PALS.**

Spider Cat Super Dog Bat Mask Captain Corral

**WWW.KIDSAREFIRST.COM**

**KIDS ARE FIRST**

**COUPON ENVELOPE**  
 RETURN COUPONS TO THE OFFICE EACH MORNING WITH "ATTENDANCE"

TEACHER \_\_\_\_\_ ROOM #/TRACK \_\_\_\_\_

**STUDENTS TURN IN THE COUPON WHEN THEY SELL 1 ITEM AND RECEIVE AN "ANYONE CAN BE A SUPERHERO" RED LANYARD.**

**STUDENTS TURN IN A COUPON WHEN THEY SELL 2, 4, 7 AND 9 ITEMS AND RECEIVE ONE "SUPERHERO CHARACTER" FOR EACH COUPON.**

**EACH COUPON ALSO ENTERS THE STUDENT INTO THE "SUPER DOG'S LUCKY DRAWING"**

**EACH DAY THE WINNING CLASSROOMS ARE AWARDED A "SUPER DOG" MASCOT AND A PLAYGROUND BALL TO PARADE AROUND SCHOOL DURING LUNCH AND RECESS.**

**THANK YOU FOR YOUR HELP!!!**

## Assemblies

Make certain that assemblies are on the school calendar *and* that the principal plans to be there. Your principal's introduction is worth about \$1,000 more profit for your school. A minimum of 30 minutes should be allotted for each assembly. Please arrange to have the following at the assembly site:

- 1 Table to display for products and prizes (6 ft. to 8 ft.)
- A working microphone
- Indoor Assemblies - A screen and a cart or table for the projector. We bring our own projector.

## Increasing Your Profit

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### Daily Motivation During the Sale

A major factor in maximizing your gross sales and profit is DAILY MOTIVATION. Do not underestimate the importance of the mascots! It takes a little time, but the rewards are well worth the effort!

### Coupons and "Lanyards"

- There are coupons on the prize flyer. When students sell their first item, they cut and return the first coupon to receive a "**Anyone can be a SUPERHERO**" Lanyard and be entered into "**SUPER DOG's Lucky Drawing.**"
- Each time they reach a prize level (**2, 4, 7 and 9** items) they return the appropriate coupon for a **SUPER HERO Character**. Each time they return a coupon, they will be entered into "**SUPER DOG's Lucky Drawing.**"
- Teachers return all coupons to the office daily in the small white coupon envelope for "**SUPER DOG's Lucky Drawing.**" A good time to return these coupons is with the class roll sheet.

### "SUPER DOG's Lucky Drawing"

- Daily, you should pick (6) six names from the coupons that have been turned in.
- Winning students will pick a small brown bag from the daily "SUPER DOG's Lucky Drawing."
- The child who receives the "**SUPER DOG's Backpack Pal**" will win a "**VR GOGGLE**".

### The "Mascot" Parade

- You have two "**SUPER DOG**" mascots. Year-round schools will receive more, depending on the number of tracks involved.
  - Each day the winning classroom turning in the most coupons is awarded a **playground ball**.
-

# Turn-In Days "Preparation"

## Getting Ready

Reminder Letter (*See Sample – page 14*). It is a good idea to get a notice out just before the end of the sale reminding parents:

1. When the sale is over.
2. To use the Money Collection Envelope that the catalog came in to turn in their money and order form to you.
3. To be certain that the white and yellow copies of the order forms and the money are in the envelope. Be sure the child's name, phone number, and the teacher's name are on **ALL** the forms. The pink copy is for the student to keep.

## Money Collection Envelope

- Let teachers know how you want them to handle the orders. Are they to send the Money Collection Envelopes to the office each morning or are you going to come by and pick them up? Caution them to **handle the orders carefully** and with security since many will have a lot of money in them.
- Separate the white order forms by teacher and turn them into West Coast Fund Raising in the Classroom Order Form Turn-In Envelopes. **PLEASE ALPHABETIZE YOUR ORDERS BY LAST NAME.** Be sure to put the teacher name and room number on the front. Fill in the number of students in the class and the number of participants so we can figure your classroom participation.

## "Turn-In Days"

- CAUTION:** Before taking anything out of the Money Collection Envelope, please make sure that the information is complete on ALL documents and the Money Collection Envelope:

- Child's name
- Phone number
- Teacher name
- Room number

The form is titled "Money Collection Envelope" and "Sobre para Recolectar el Dinero". It includes instructions in both English and Spanish. Key sections include: "REACH YOUR GOAL FASTER!!" with a QR code and website link; "In-Person Selling" with a warning to "HANDLE CASH VERY CAREFULLY"; "AMOUNT ENCLOSED: Centavos/Amounts" with fields for Dollars, Cents, and TOTAL; and "FOR SCHOOL USE ONLY" with fields for Student's Name, Teacher's Name, Room, and TOTAL. There are also checkboxes for "Check by" and "Checked by".

**COLLECT THE STUDENT MONEY COLLECTION ENVELOPES DAILY.**  
**DO NOT ALLOW MONEY AND ORDERS TO SIT IN THE CLASSROOM DURING THE DAY OR OVERNIGHT.**

# Sample Turn-In Day Reminder Letter

Dear Parents,

Thank you for participating in our annual fall fund raiser.

This is a reminder that **(INSERT DAY AND DATE)** is the "Turn in Day." Please have your child bring his/her order to the teacher first thing in the morning. Please remember to:

- Make certain that **ALL** order forms have your child's name, school name, phone number, teacher name, and room number.
- Make sure the information has been carefully recorded on each order form (if you have more than one.)
- **MAKE CHECKS PAYABLE TO: \_\_\_\_\_ (YOUR GROUP NAME) \_\_\_\_\_.**
- **RETURN WHITE COPY & YELLOW COPY** - Return the WHITE and YELLOW copies of the 3 part order form to the school.
- **KEEP PINK COPY** - Keep for your records. The original copy will be returned with the order.
- Products are usually delivered within 4-5 weeks after West Coast Fund Raising receives the order forms.\*\*
- Please return your order form and money in the large white Money Collection Envelope that your brochure came in. Fill in all the information on the envelope. This will help our volunteers greatly. **Make sure your order forms are included with the money in the envelope.**
- Please do not send large amounts of cash to school with your child. If you have a lot of cash to turn in, please give your order directly to the teacher or contact me at (include a phone number here).

Thanks so much for helping. We couldn't do it without you!

Sincerely,

Your Name  
PTA, PTO, PTSO, etc.

\*\* Multi-track schools may want to let parents know when the product is expected to be delivered for the various tracks. This will let people who are off track know when to expect the product.

\*\*\*These Sample Letters can be downloaded at [www.kidsarefirst.com](http://www.kidsarefirst.com)

\*Click on CHAIRPERSON RESOURCES in the top dark blue Menu Bar.

# Sample Turn-In Day Reminder Letter (Spanish)

Estimados Padres,

Gracias por participar en nuestro evento anual de recaudar fondos. Esto es para recordarles que mañana (anote el día y fecha) es el "Día de Entrega." Por favor mande con su hijo/a la orden a su maestro/a, primeramente por la mañana. Por favor recuerde que:

- Debe de asegurar que **todas** las órdenes tengan el nombre de su hijo/a, número de teléfono, nombre del maestro/a y numero de salón.
- Asegurar que toda la información ha sido **cuidadosamente** anotada en cada formulario de órdenes (si tiene más de una).
- Todos los cheques son hechos al nombre de \_\_\_\_\_.
- Por favor regrese la parte blanca y amarilla del formulario de órdenes.
- Padres deben de quedarse con la copia color de rosa. La copia blanca será regresada con su orden de producto.

Por favor regrese su orden y dinero en el sobre grande, blanco de colección en que venía su catálogo. Llene toda la información que se pide en el sobre. Esto ayudará bastante a nuestros voluntarios. **Asegúrese que sus órdenes sean incluidas con el dinero en el sobre.**

Por favor no mande gran cantidad de dinero en efectivo a la escuela con su hijo/a. Si tiene una gran cantidad en efectivo, por favor déselo usted directamente al Maestro/a o llámeme al (anote un numero de teléfono anotado aquí). Muchísimas gracias por su ayuda. No podíamos hacerlo sin usted!

Sinceramente,

Su Nombre  
PTA, PTO, PTSO, etc.

\*\*\* Escuelas de sesiones múltiples pueden darle saber a los padres cuando pueden esperar la entrega en las distintas sesiones. Esto les informara a las personas fuera de sesión cuando pueden esperar su producto.

# Improving Your Participation

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A great way to improve your participation is to send a letter to each parent not participating. Have a list of students from each classroom available. As you count your money, simply check off those students who are participating. The school should have address labels for all your students and you can use them to send the following letter to those parents who have not participated. Most schools let the PTA use the district mail. You will be very pleased with the results. See samples below:

## Sample Parent Letter

Dear Parents,

Your child's class is very close to 50% participation in our fundraising efforts. The company we are using for our sale is West Coast Fund Raising and they offer additional incentives to all classes that achieve a 50% and above participation level. We really appreciate your helping our school. The funds we earn are used to support the many programs our PTA sponsors.

Thank you for your support,

Your PTA, PTO, PTSO, etc.

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## Sample Parent Letter (Spanish)

Estimados Padres De Familia,

La clase de su hijo/a está muy cerca al 50% de participación en nuestros esfuerzos de recaudar fondos. La compañía que estamos usando para nuestra venta es West Coast Fund Raising y ofrecen incentivos adicionales para todas las clases que alcanzan un nivel de 50% de participación. Realmente apreciamos su ayuda a nuestra escuela. Los fondos que ganamos se utilizarán para apoyar los muchos programas de nuestros patrocinadores de la PTA.

Gracias por su apoyo,

Su PTA, PTO, PTSO, etc.

# Handling the Orders

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MONEY COUNTING DAY  
**SURVIVAL KIT**  
& PROGRAM MATERIALS  
**WEST COAST FUND RAISING**

SAMPLE ITEMS IN THE SURVIVAL KIT:

**Fed-Ex shipping label**, Classroom Order Form Turn-In Envelopes, calculators, pens, water, popcorn, jelly beans, post-it notes.

## Survival Kit

You have been provided with a "**SURVIVAL KIT**" to help you with money counting. In it you will find the large CLASSROOM ORDER FORM TURN-IN ENVELOPES. Use them to turn in orders to West Coast Fund Raising.

## Counting the Money

**ALWAYS** have **more than one person** present when counting your money. For your protection and that of the organization, always have a witness for each transaction. Parent checks should be made payable to your group/organization.

Make certain of the following:

- The child's name and room # are on each check. *(So you can trace the source of any bounced checks.)*
- Record only the **TOTAL AMOUNT** collected in the gray box marked "**Chairperson Use Only**" on the bottom of the order form. DO NOT RECORD CASH and list CHECKS separately. We only want the **TOTAL**.
- Use the "**Chairperson Use Only**" section on the outside of the student Money Collection Envelope to record the exact breakdown of the funds you receive.
- Keep your empty Money Collection Envelopes and the yellow copies of the order form in a safe place until the end of the school year. They are your financial records. DO NOT RETURN THEM TO WEST COAST FUND RAISING.
- Bank the money as soon as possible. Don't take chances on your money being lost or stolen. You also want ample time for the checks to clear your bank before handing out the orders.

# Preparing the Order Forms

## Double Check the Order Form

- Child's Name, Teacher's Name and Room Number are on each order form.
- Total money received** is correctly entered on each order form in the gray **"Chairperson Use Only"** box.

## Multiple Order Forms for Same Student

- Staple all order forms together for each child.
- IT IS VERY IMPORTANT to keep the entire order together so that the child will receive the correct prizes.

Make Checks Payable to Your School or Organization										Turn In Date:				
First Name of Student <small>NOMBRE DEL ALUMNO (PRIMER APELLIDO)</small>			Last Name of Student <small>NOMBRE DEL ALUMNO (APellidos)</small>			School Name:								
Phone <small>NUMERO DE TELEFONO</small>			Teacher <small>NOMBRE DEL MAESTRO</small>			Room / Track <small>Aula/Carril</small>			<small>INSTRUCCIONES: Escriba el nombre del cliente y su número de teléfono. Por cada artículo que se encargó por favor elija un código de del listado del DOD, el cantidad (QTY) y el precio en lista. Si se ordenan más de los artículos diferentes use la siguiente lista.</small>					
Customer Name, Phone <small>Nombre, Telefono</small>		Selection No. 1 Pedido #1			Selection No. 2 Pedido #2			Selection No. 3 Pedido #3			Amount Due <small>Precio en Total</small>			
		Item Code <small>Código</small>	QTY	Description <small>Descripción</small>	Total Price <small>Precio en Lista</small>	Item Code <small>Código</small>	QTY	Description <small>Descripción</small>	Total Price <small>Precio en Lista</small>	Item Code <small>Código</small>	QTY	Description <small>Descripción</small>	Total Price <small>Precio en Lista</small>	Precio en Total
1					\$				\$				\$	\$
2					\$				\$				\$	\$
3					\$				\$				\$	\$
4					\$				\$				\$	\$
5					\$				\$				\$	\$
6					\$				\$				\$	\$
7					\$				\$				\$	\$
8					\$				\$				\$	\$
9					\$				\$				\$	\$
10					\$				\$				\$	\$
11					\$				\$				\$	\$
12					\$				\$				\$	\$
13					\$				\$				\$	\$
14					\$				\$				\$	\$
15					\$				\$				\$	\$
16					\$				\$				\$	\$

**Put "Kids First"**  
Thanks for Helping Our School

Additional Order Forms Available at School Office  
Más Formularios disponibles en la Oficina de la Escuela  
Copy to self-copies of this Order Form. (Use instructions for identification of product.)  
Copiar para copias de este formulario. (Consulte con la lista de productos)  
Usar los folios para la identificación de los productos.  
White Copy - West Coast    Yellow Copy - Midwest    Pink Copy - Midwest  
Copias Blancas - West Coast    Copias Amarillas - Midwest    Copias Rosas - Midwest

**Chairperson Use Only**

\_\_\_\_\_

<b>TOTAL \$ Due</b> <small>TOTAL \$ que debe</small>	\$
<b>TOTAL Items Sold</b> <small>TOTAL ARTICULOS</small>	

### IT IS VERY IMPORTANT THAT YOU:

- TRANSFER THE **TOTAL AMOUNT** OF MONEY YOU RECEIVED that was recorded & verified on the student MONEY COLLECTION ENVELOPE to the grey **"Chairperson Use Only"** section of the ORDER FORM. *(West Coast Fund Raising needs this dollar amount figure to print Discrepancy Letters to the parents of students who owe you money and give them an envelope for returning the money to you. These orders will have pink labels and will not be sent to the classrooms.)*

## Order Form Turn-In

West Coast Fund Raising will tabulate, package and deliver your order exactly as you organize and present your order forms to us. Please pay close attention to the following set of instructions.

### Preparing the Order Forms for Pick-Up

- Group all orders by Teacher/Room number (Please **ALPHABETIZE** orders by student **LAST NAME**).
- Return only **WHITE COPIES** of order forms to us in the large white **CLASSROOM ORDER FORM TURN-IN ENVELOPES** that we furnished.
- Make sure the teacher name and room number is on the outside of the envelope. **Also, fill in the total number of students in the classroom and those that participated.** (We will use these numbers to figure the classroom participation – See next page).

### Classroom Order Form Turn In Envelope

(USE THIS ENVELOPE TO TURN IN YOUR ORDERS --  
DO NOT GIVE THE ENVELOPE TO THE TEACHER!)

Teacher \_\_\_\_\_ Room # \_\_\_\_\_  
Track \_\_\_\_\_

Number of Students in the Class

Number of Students with Orders Enclosed

Students with On-line Orders Only (No Paper Order Forms)

- ◆ Collect order forms and money envelopes from students.
- ◆ **Please alphabetize the student orders by last name and use this envelope to turn in the order forms to West Coast Fund Raising.**
- ◆ Use one envelope for each teacher.

*Thank You*

**DO NOT GIVE US YOUR STUDENT MONEY COLLECTION ENVELOPES OR THE YELLOW COPY OF THE ORDER FORM.**

See Instructions for mailing order forms on **Page 21**.

# Tracking Classroom Participation

In order for the classes to earn some fantastic incentives, it's VERY important that we have an accurate accounting when you turn in your order forms. You can keep track of this on the CLASSROOM ORDER FORM TURN-IN ENVELOPE. (See page 19).

- Log the total number of students enrolled in the class.
- Count the total number of "paper orders" included in the envelope. Place that number in the appropriate box.
- Go to the online ordering to find any "additional orders" that have been completed online and for which you DO NOT have a paper order form. Place that number in the appropriate box.
- When we receive your order forms we will then calculate the total classroom % and begin preparing the incentives for the teacher.\*

**\*Teacher incentives will be DELIVERED with your product delivery.**

**WARNING: If the CLASSROOM ORDER FORM TURN-IN ENVELOPE is not filled out, teachers will NOT receive their incentives.**

**KIDS ARE FIRST**  
**AMAZING TEACHERS!**

Thank you for supporting our annual fundraiser. We appreciate all of the effort you put into supporting this event and making it a success. We would just like to remind you of some of the exciting things that will be happening during the sale.

**PLEASE ENCOURAGE YOUR CLASS TO GET AT LEAST 50% PARTICIPATION TO RECEIVE FREE GIFTS!**  
(See reverse side for details) (Minimum 15 students in class)

Follow these Steps to Success...

- Please Pass out the brochures (one per child) on the day of the assembly.
- Encourage each child to participate! Participation empowers children to take pride and ownership in being a part of the process for helping their school.

**COLLECT COUPONS DAILY FROM THE CHILDREN**

**DESIGNATE A CLASSROOM HELPER TO COLLECT THE COUPONS EACH DAY.**

**WHEN THE STUDENT SELLS 1 ITEM AND TURNS IN THE COUPON, HE/SHE WILL RECEIVE AN "ANYONE CAN BE A SUPERHERO" RED LANYARD**

**WHEN THE STUDENT SELLS 2, 4, 7 AND 9 ITEMS AND TURNS IN THE COUPON HE/SHE WILL RECEIVE ONE OF THE "SUPERHERO CHARACTERS"**

**SUPER DOG'S LUCKY DRAWING**

- Please turn in your classroom's coupons in the coupon envelope provided.
- Do this every morning with your attendance.
- Those coupons will be entered into "SUPER DOG'S" Lucky Drawing". The student could win a "VR CAMERA"

**WIN "SUPER DOG" FOR YOUR CLASS**

The "Super Dog" mascots go to the classes that turn in the most coupons each day. "Super Dog" will bring your class a playground ball to keep. At the end of the sale, the top selling classes will get to keep "SUPER DOG".

Again, we thank you for your valuable support of this fundraiser. Your part in making this program a success is very much appreciated.

[www.kidsarefirst.com](http://www.kidsarefirst.com)

**CLASSROOM PARTICIPATION PROGRAM**  
*YOUR CLASS COULD WIN THESE REWARDS!*

**FANTASTIC! 100%**

YOU WILL RECEIVE ...

- 5 PLAYGROUND BALLS
- 4 REAMS OF PAPER
- 1 TUMBLER
- 1 ENTERTAINMENT APP
- 20 MAGAZINE VOUCHER

**OUTSTANDING! 90%**

YOU WILL RECEIVE ...

- 4 PLAYGROUND BALLS
- 3 REAMS OF PAPER
- 1 TUMBLER
- 1 ENTERTAINMENT APP

**WAY TO GO CLASS! 70%**

YOU WILL RECEIVE ...

- 3 PLAYGROUND BALLS
- 2 REAMS OF PAPER
- 1 TUMBLER

**GREAT JOB! 50%**

YOU WILL RECEIVE ...

- 2 PLAYGROUND BALLS
- 1 REAM OF PAPER

[www.kidsarefirst.com](http://www.kidsarefirst.com)

# Mailing Your Order Forms

We have added a free return service feature for your order forms that we hope will make it easy and convenient for you to get them to us in a timely manner.

### **KEEP YOUR YELLOW COPIES**

Below is a sample copy of the label you will be receiving with your supplies. Please use this label to return your orders to us. Simply fill in your school's name and address, and call the **1-800-463-3339** number listed on the back of the label. This will let **Fed-Ex** know that you have a pick-up and they will come to get your orders from a **BUSINESS LOCATION ONLY**. If you prefer, you may drop off the orders at a drop-off location which you can find on the web at [www.fedex.com](http://www.fedex.com). Select "Locations" to find the closest drop-off location.

**DO NOT drop the package in an Overnight Drop Box as it may not get routed properly.**

Attach the label to the box or envelope you are sending and make sure that it is in the location you indicated for pick-up when you called Fed-Ex.

Please return any unused supplies (except brochures) to us in the box with your order forms.



## Sample Delivery Letter

Dear Parents,

We would like to thank you for your support of our fund raising project. The money we have earned will be helping to fund \_\_\_\_\_.

Your product will be delivered (**insert day and date here**). It is important that you check your order **IMMEDIATELY**. If adjustments need to be made, you must call the telephone number on your packing slip or you can go to [www.kidsarefirst.com](http://www.kidsarefirst.com), click on ORDER ISSUES fill out and submit the Merchandise Replacement Form to report damaged or broken items. The correct product will be delivered to the school within 2

weeks. Be sure to include the school name, student name, teacher name and what the problem is. Problems must be reported **WITHIN 3 DAYS**. It is imperative that corrections be reported immediately. Corrections will be shipped to the school and delivered to your student in the classroom.

**If you order contains items that require a voucher, please look inside the "PRE-PAID VOUCHERS" envelope.**

Again, thanks so much for helping. We couldn't do it without you!

Sincerely,

Your Name

PTA, PTO, PTSA, Etc.

Product Customer Service # 1-800-258-3798

## Sample Delivery Letter (Spanish)

Estimados Padres,

Queremos darles las gracias por su ayuda en nuestro proyecto de recaudar fondos. El dinero que hemos ganado será para ayudar a \_\_\_\_\_.

Su producto será entregado (día y fecha). Si usted ha ordenado revistas o productos personalizados, por favor busque por un cupón para estos productos en su orden. Es muy importante que revise su orden **INMEDIATAMENTE**. Si es necesario hacer ajustes, llame al número en la forma empacada con su orden. O vaya al [www.kidsarefirst.com](http://www.kidsarefirst.com), haga clic en ORDER ISSUES llene y someta la forma para reportar productos defectuosos. Los productos correctos serán entregados a la escuela en dos semanas. Cualquier problema debe ser reportado **DENTRO DE 3 DÍAS**. Ajustes serán enviados a la escuela y entregados al estudiante en el salón.

**Si su orden contiene elementos que requieren un vale, por favor mire dentro del sobre marcado "PRE- PAID VOUCHERS"**

De nuevo, muchísimas gracias por su ayuda. No podíamos hacerlo sin su ayuda.

Sinceramente,

Su Nombre

PTA, PTO, PTSA, etc.

Product Customer Service # 1-800-258-3798

# Product Arrives

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## Delivery



West Coast Fund Raising makes our own deliveries with our own employees. You will not have to deal with an outside trucking company. Your order will be delivered to you within 4-5 weeks after receipt of the orders. Because we work with such a large number of schools, please understand that it is necessary, as long as school is in session, for you to be willing to accept the delivery date and time that is given when we call you to confirm. This call will be made approximately one week before the delivery. Once your delivery has been confirmed, **LATE ORDERS are subject to our LATE ORDER POLICY. (See Pg. 27)**

For delivery - You have two options:

1. **Classroom Delivery** - Please plan to meet our truck and provide us with a **school map** and a key in order to open locked classrooms.
2. **Central Delivery** - Boxes will be staged by classroom, ready for distribution. All frozen cookie dough will **ONLY** be central delivery.

\*\*\*\*\*

- A CLASS/TEAM REPORT printout arrives with your order. The driver will give this to you in a notebook. Use this to check discrepancies or see if a student actually turned an order form in to you (See Sample on next page).
- Student orders are packaged in clear plastic bags. There may be multiple orders in one box to be distributed by the teacher. Large orders are packed in a separate box or multiple boxes (labeled 1 of 2, 2 of 2, etc...).
- All shipping boxes are labeled with student names, so that you can find an order without having to go through and open all the boxes.
- Discrepancy / problem orders are packed separately with **PINK LABELS** on the box. These orders will **NOT** be delivered to the classrooms. You should collect the outstanding money before these orders are released to the students.
- Student packing lists have instructions for parents to report problems directly to us. They should call 1-800-258-3798 or go to [www.kidsarefirst.com](http://www.kidsarefirst.com), click on ORDER ISSUES fill out and submit the Merchandise Replacement Form to report damaged or broken items within 3 days. The correct product will be delivered to the school within 2 weeks. THANK YOU FOR SUPPORTING OUR SCHOOL! We will send the corrections to the school for you to distribute.

# Class/Team Report - Sample Computer Printout

ANDERSON PTA  
RM.A07 - HILL

West Coast Fundraising

6/3/2009  
Page 6

## Class / Team Report

<u>Seller</u>		<u>Items Sold</u>	<u>Amount</u>	<u>Profit</u>
DAO, VAN ANH	516(2) 535(2) 703(2) 715(4)	18	122.00	59.40
1 3 6 9 13 17	716(4) 737(2) 753(2)			
DO, VICTORIA	764(1)	1	7.00	3.50
1				
JIMENEZ, FREDDY	809(1)	1	10.00	6.00
1				
MENDOZA, AMANDA	724(1) 809(1)	2	22.00	12.00
1				
NGO, HOAI AN	538(1) 760(1)	2	19.00	9.10
1				
NGUYEN, AMY	705(1)	1	8.00	4.00
1				
NGUYEN, JESSICA	507(1) 744(1) 807(1)	3	21.00	10.70
1 3				
RIVERA, DAVID	510(1)	1	8.00	3.60
1				
SOTO, BRANDON	501(1) 503(1) 505(1) 507(4)	25	221.00	105.80
1 3 6 9 13 17 24	516(1) 517(2) 532(2) 541(3) 711(1) 722(1) 738(2) 741(3) 762(1) 802(1) 809(1) 763(1) 808(1)			
TU, THAH	763(1) 808(1)	2	20.00	4.85
1				
WHITE, SANDRA	801(1) 803(2)	3	27.00	16.20
1 3				
YO, JOSEPH	517(1)	1	7.00	3.15
1				
ZARATE, JESSICA	505(1) 510(1) 805(2)	4	30.00	15.30
1 3				
<b>Class / Team Totals:</b>		<b>64</b>	<b>522.00</b>	<b>253.60</b>

### Prize Totals

<u>Prize Level</u>	<u>Description</u>	<u>Quantity</u>
1	CLACKER	13
3	FLIGHT RING	5
6	LIGHT UP URCHIN PEN	2
9	URCHIN YO YO	2
13	ROCKET	2
17	PARTY OF THE YEAR	2
24	JUMBO LIGHT-UP GLASS	1

# The Product Goes Home

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## HELP! I didn't get what I ordered!!

We do our very best to give you an accurate delivery...but...being human, it is possible to make a few mistakes. The good news is we will always correct them to your satisfaction.

At the bottom of each packing slip list is the message:

**“Please check your order within 3 days. If a CORRECTION needs to be made, call us at 1-800-258-3798 between 7AM-3PM M-F. Or go to [www.kidsarefirst.com](http://www.kidsarefirst.com), click on ORDER ISSUES fill out and submit the Merchandise Replacement Form to report damaged or broken items. The correct product will be delivered to the school within 2 weeks.”**

- We will bill you for items that are add-ons or not ordered on the child's original order. **Corrections will not be billed.**
- We will ship you all corrections needed to handle any mistakes made in packing the student's orders. They will be labeled with the child's name and the teacher's name. Please pass these items out to the students in the classroom.
- Call us if you have any questions on how to proceed. We're always available to help!  
**(800) 500-3310**

## Closing Your Account (Paying the Bill)

It is the goal and policy of West Coast Fund Raising that paying your bill or "closing your account" is a pleasant and happy time. We want you to be thrilled with us and to feel that you were treated fairly in all aspects of our program.

Here is how we plan to get there: When we **deliver** your order, we would expect **payment of the full amount of the invoice.**

**Make checks payable to:**

***West Coast Fund Raising***

**A 10% late fee will be added to all invoices after 30 days, unless prior arrangements have been made regarding payment.**

We are always striving to make our program the best possible. If you have any comments or suggestions, positive or negative, that would help us do a better job for you, we would really appreciate your input at this time.

# Online Ordering

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Follow these simple steps:

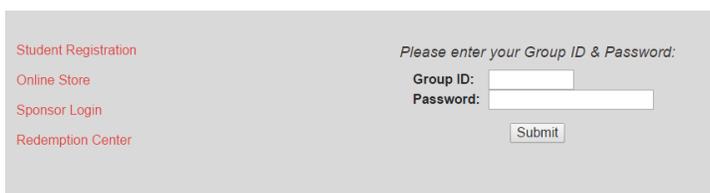
- You may visit our website at [www.kidsarefirst.com](http://www.kidsarefirst.com).
- Scan this QR code or go to “Students Register Online” section.  
- Enter your GROUP ID under “**Register Here.**”
- You need to enter your **GROUP ID** which you will find on your parent letter.  
**(Example: GAR77)**
- When you register, you will be given a **SELLER ID#**. This will identify your account so you will receive the correct prizes.
- You may write a personal email note to your family and friends asking for their support. Be sure to give them your SELLER ID#.
- Customers can go to the website and do their shopping using your SELLER ID#. By using the correct links, customers will be able to shop from multiple students and have just one shipping charge.
- You will receive an email each time an order is placed in your account. This will help you keep track of your prizes.
- You may check your account by logging onto the website. Click “Students Register Online/View Online Sales.” Enter the SELLER ID# in “**View Online Sales.**”
- Orders will only be accepted during the selling period and for 7 days after the close of your sale.
- Customers will have two shipping options:
  - SHIP TO HOME: Subject to shipping fee. Actual shipping charges are determined by UPS. Orders of \$75 or more will be shipped FREE OF CHARGE. Your customer will receive a confirmation of their order via email and the order will be shipped directly to them within 2-3 weeks.
  - Free gift and shipping on all online orders \$100.00 and over
  - NEW: POWER SHOP with hundreds of additional GIFT items.  
Plus PERSONALIZED Jewelry, Gifts and more!
  - SHIP TO SCHOOL: No shipping fee. These orders are separately bagged, packaged within the student’s order, and delivered with the main school delivery. Delivery usually takes place about 4 -5 weeks after the end date of the sale.
- NEW—We now ship to Hawaii, Alaska, post office boxes and APO/FPO addresses
- Subject to California Law: If the online purchase originates in California, the order must be charged sales tax.

# Chairperson Online Store Information

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## Check Status of an Order

The Chairperson can go to the online store at: [www.kidsarefirst.com](http://www.kidsarefirst.com) and check the status of the school's orders. Click on "Chairperson Resources" (located in the top dark blue menu bar). Use the GROUP ID to log in to the Chairperson section. Your password will be the same as your GROUP ID. Please use ALL CAPITAL LETTERS when entering the GROUP ID (found in Parent Letter).



There are 6 reports available:

1. **Registered Sellers (alphabetized)**
2. **Registers Sellers by Team**
3. **Summary Report**
4. **Additional Orders**
5. **Sellers With Orders**
6. **Sellers With Orders by Team**

After your sale is over, you can still promote online ordering by passing out flyers to parents. Our "Gifts and More" store is always available for ordering and if your school receives orders, YOUR SCHOOL WILL GET A QUARTERLY PROFIT CHECK FOR THOSE SALES. It is a great way to make money all year long!

## Magazine Online Ordering Instructions

- If you order online, you are directed to fill in the "ship to" information and the order is placed.
- If you order on a paper order form, you will receive a voucher that must be completed and returned to the magazine company in order to activate the subscription.
- Please allow 8-10 weeks for subscription delivery to the home.

## Late Orders

We understand that late orders are unavoidable at times. Here is our policy on late orders...

- Late orders may be FAXED to 1-800-993-9770, and will be included with your main school delivery up to 3 days prior to your scheduled delivery.
- You will be called with an updated invoice amount and a check will be due upon delivery.
- Please be sure to include a cover sheet so we know which school these orders belong to.
- Late orders received AFTER your delivery will be issued a NEW INVOICE.
- We request that you send a check for this invoice amount immediately.
- Once we receive payment we will ship the orders via UPS.
- After faxing your late orders PLEASE call 1-800-500-3310 to verify we received them.