

PROMOTIONAL PACKET

As with any program you hold at your school, the more you promote your sale, the more successful the program. To help you maximize your sale, we have put together a Promotional Packet for you to use.

Inside you will find:

Promotional Ideas & Tips

Posters

Rewards Goal Sheet

“Coming Soon” Flyers

Parent Letter

Announcement Templates

Order Reminder Letter

PROMOTIONAL IDEAS & TIPS

Displays

- Posters - place in entrance doors, windows, display cases and hallways that both the students and parents will be able to see them.
- Display Case - ask the school office if you can use the main display case during the sale. You will need to reserve it, so ask early !! Get creative with your display case. Set up a sample box inside the display case. Most schools will let you use their die cutter to make words and cut-outs to make your display case more appealing.
- Display yard signs outside - by the student drop-off/pick-up area



Announcements

- School daily/weekly announcements
- School web site
- Mark on school calendar

Reminders

- Send order form reminder slips in weekly take home folders. See enclosed sample.
- Send order form reminder to staff.
- Post order form reminders on the entrance doors and windows.
- Display yard signs outside - by the student drop-off/pick-up area.

Press Releases

Below are templates that you can customize to announce your participation in the School Tool Box™ program for newsletters, announcements and website announcements.

Dear Parents:

We are happy to announce that we have chosen to sell a prepackaged school supply kit for the upcoming school year. The School Tool Box™ come with the teacher-approved school supplies your student requires and will include trusted brand names like Elmers and Crayola. Because the shopping is done for you, the School Tool Box™ saves your precious time. No more running from store-to-store searching for those hard-to-find items in the back-to-school crowds. You pay for the School Tool Box™ when you place your order and it is ready and waiting for your student in the fall. Please watch for the order form that will be coming home soon.



WOW!! Back-to-School Shopping Made Easy!!

No Crowds!! No Shopping!!

We are happy to announce that we have chosen to participate in the School Tool Box™ program for the upcoming school year. The School Tool Box™ come with the teacher-approved school supplies your student requires and will include trusted brand names like Elmers and Crayola. Because the shopping is done for you, the School Tool Box™ saves your precious time. No more running from store-to-store searching for those hard-to-find items in the back-to-school crowds. You pay for the School Tool Box™ when you place your order and it is ready and waiting for your student in the fall.

We will be sending order forms home soon in your student's weekly take-home folder. Please complete one order form per student and return them with your payment by the deadline.

Thank you for supporting your PTA/PTO!!

ORDER TODAY !!



Order Due !!

Please remember that your School Tool Box™ order is due on _____. Why go shopping to several stores to get your school supplies when you can order a School Tool Box™ today? It's quick, easy and customized to your teacher's list. Fill out your order form and submit to your school with payment before it's too late !!

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Order Due

Turn in your
School Tool Box™



order by:

COMING SOON...

Dear Parents,

We are happy to announce that we have chosen to sell a pre-packaged school supply kit for the upcoming school year. The School Tool Box™ comes with the teacher-approved school supplies your student requires and will include trusted brands like Elmers and Crayola. Because the shopping is done for you, the School Tool Box™ saves you precious time. No more running from store-to-store searching for those hard-to-find items in the back-to-school crowds. You place your order and it is ready and waiting for your child in the fall. Please watch for the order form that will be coming home soon.

