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# THE HOLIDAY GIFT SHOP PROMOTIONAL GUIDE

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A STEP BY STEP GUIDE TO EASY & SUCCESSFUL  
MARKETING FOR YOUR HOLIDAY GIFT SHOP



# 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 gifts. Sales are done in a safe controlled environment and the gifts are moderately priced.

This Promotion Guide has everything you'll need to make your Holiday Gift Shop a terrific success. Preparation is everything, so plan your work and work your plan, making sure everyone knows what's going on at all times.

Good luck with your program. If you have any questions, just call us at 1-800-665-5656. We are available Monday to Friday 8:30am – 4:30 PM Vancouver time and happy to help.



## **GETTING STARTED**

This guide has been designed to help you with your promotional efforts for your “Holiday Gift Shop®” program. Your first step is to make a photocopy of the Holiday Gift Shop® “Planning Calendar” (see page 18) and write in the dates of your school’s Holiday Gift Shop program.

Next, you should assign start dates for each part of your advertising campaign and write them on your “Planning Calendar”. Consult your planning calendar often to make sure that everything stays on schedule.

The most successful shops are generally ones that have been running for several consecutive years. The organizers have had the benefit of “word of mouth” advertising, and the children are looking forward to their annual Holiday Gift Shop. If this is your first year, you can still have a terrific response, but you will have to put in a little extra effort. As with any new idea, some people will be skeptical, so it is especially important that everyone (parents, teachers, children, etc.) be told as much as possible about how the program works and how the children will benefit from participating.

Reviewing the suggestions in this Promotion Guide will help, so please take the time to go through this guide well in advance of your shop.

## **IMPORTANT THINGS TO KEEP IN MIND:**

- 1. START EARLY**
- 2. PREPARE YOUR PROMOTIONAL MATERIALS**
- 3. SPREAD THE WORD**
- 4. GET THE SCHOOL, PARENTS AND STUDENTS INVOLVED**
- 5. MAKE USE OF THE SUPPLIED PROMOTIONAL MATERIALS**
- 6. MAKE A PLAN**

## 1. START EARLY

Every good promotional effort starts months before the actual event. We suggest informing the teachers, parents, and students as soon as the school year gets underway. Give yourself as much lead time as possible and spread out your marketing efforts so that everyone is being constantly reminded of the coming event. Each part of your campaign should be planned out ahead of time and the corresponding promotional materials should be ready to go when needed.

## 2. PREPARE YOUR PROMOTIONAL MATERIALS

In the following pages there are multiple forms of promotional materials available to help promote your Holiday Gift Shop. You should start your advertising several weeks before the actual store opening and some of these items will have to be prepared before your Holiday Gift Shop shipment arrives.

### **These items can be prepared ahead of time:**

- Verbal and written notices and announcements
- School and student made posters
- Social media posts

### **These items will arrive with your Holiday Gift Shop Shipment:**

- Holiday Gift Shop Poster
- Holiday Gift Shop Door Banner
- Reminder Stickers
- Take Home Flyers
- Gift List Planner

Normally we try to have your Holiday Gift Shop shipment of merchandise and supplies delivered to the school about two weeks before your event's start date. The promotional items that you receive from us are intended to be used the week or so before the shop. Keep this in mind when planning your promotional calendar. Advertising early will help increase your event's success but that can only be done by using this guide's ideas and materials ahead of anything you will receive from us.

### **3. SPREAD THE WORD: TELL EVERYONE AND TELL THEM OFTEN**

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

#### **A. WRITTEN AND VERBAL NOTICES:**

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

- A Paragraph in the school newsletter.
- A listing on school district calendars.
- A short announcement on the school's social media accounts.
- School events
- Your school's open house
- Parent Council meetings

#### **B. POSTERS:**

We provide posters and a door banner as part of your Holiday Gift Shop shipment. Please put them up in your school's hallways and entrances. We suggest that additional posters be made early on in your marketing campaign to start your promotion many weeks before the shop opens. Each classroom can be assigned to make a poster to promote the event and place it in their classroom. Better yet turn this poster making activity into a contest with prizes for the contestants and judges.

*Note: If you decide to run a poster contest that will result in a minimum of 20 student made "The Holiday Gift Shop is Coming" posters displayed in the school common areas then Fun Services will provide 3 prizes worth a total value of \$60 to be awarded to the poster contest winners. We also suggest that the judging be done by all students in the school by having them place 1 vote each into a polling box. When the votes are tallied and the winners announced then all of the votes are put back into the box and 3 winners are drawn from the judges to each receive a \$10 Gift Certificate from Fun Services to be redeemed at the Shop.*

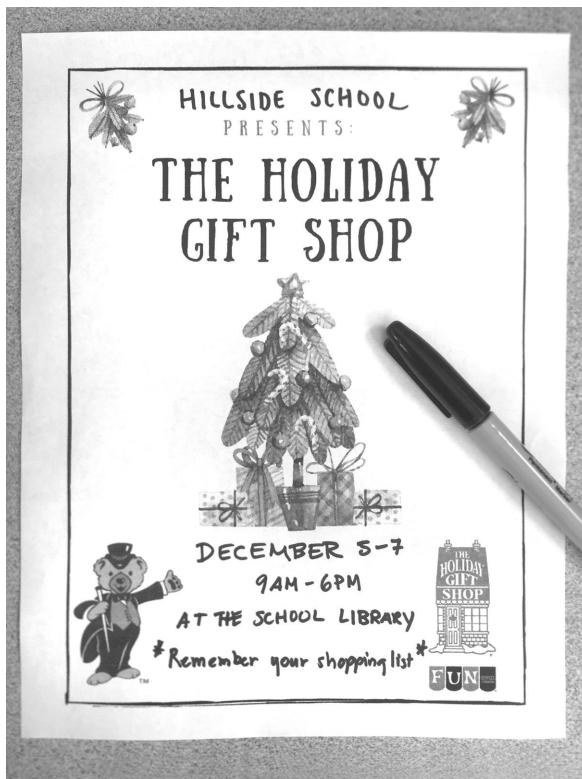
*Please notify your Fun Services contact that you will be running a poster contest well in advance of your shop so that the Free Prizes and Gift Certificates can be shipped with your order.*

## IMPORTANT REMINDERS FOR POSTERS.

- The Holiday Gift Shop® will be held on \_\_Date\_\_ at \_\_Time\_\_ in \_\_The School Library\_\_
- All gifts range from pocket change to \$15.00.
- Gifts for Mom, Dad, Brother, Sister, Grandma, and Grandpa
- Save your money NOW and be sure to keep your gift a Big Secret!

If it is not possible to have this poster making activity, there is a black and white sample below and a blank template that you can use on page 19. Make a photocopy of the blank template, write in your Holiday Gift Shop® event information and make as many copies as you need.

Sample posters. Black and white for photocopies and coloured for Online edit and download



For those who want a coloured version of the poster and are comfortable with a computer, there is an Online version of the event poster. You can easily edit this version in a browser, just visit <https://www.theholidaygiftshop.ca/>.

## C. SOCIAL MEDIA:

Making use of your school's social media accounts is another effective way to promote your Holiday Gift Shop. Use your imagination to make a simple post to let people know the shop is coming and share! We also have a sample image post that you can easily edit on your own by visiting <https://www.theholidaygiftshop.ca/>.



## POINTS TO COVER WHEN PROMOTING:

When promoting your shop across all your promotional channels, be sure to cover these points when appropriate.

- What is the Holiday Gift Shop?
- The Dates, Time & Place of your Holiday Gift Shop.
- The General idea of what the gifts are.
- Gift Price Range - pocket change to \$15.00.
- Explain the program is a service to the children and parents, and it also will be a learning experience and a whole lot of fun!
- Mention the Gift Planner Envelopes and their use.

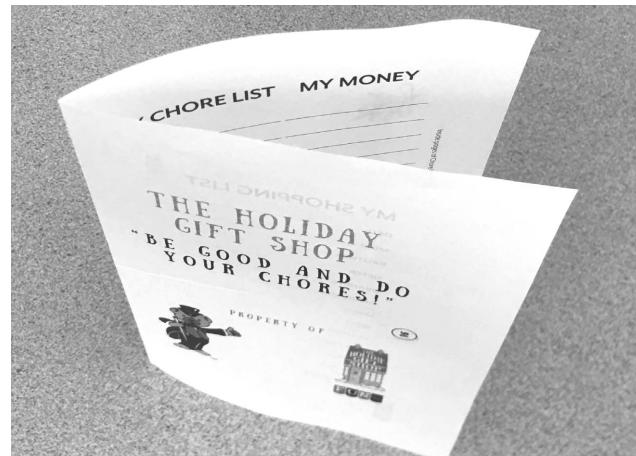
## 4. GET THE SCHOOL, PARENTS, AND STUDENTS INVOLVED

The more involved the school, students, and parents are with preparing for your Holiday Gift Shop the better chance that your promotional campaign will be successful.

### EXTRA CHORES ARE A PERFECT WAY FOR KIDS TO EARN MONEY FOR THEIR SHOP

Another way to get parents and students prepared and excited for the for the Holiday Gift Shop is to suggest that students could earn money by doing extra chores at home. This activity has many practical “life lessons” for the students to learn and will keep the Holiday Gift Shop as a top of mind event. We have supplied a set of sample letters to students and teachers (pages 14 - 15) and a sample of a Chore List Booklet (pages 16 - 17) that can be photocopied for the students and used to organize their chores and allocate their funds.

To the right is a reference photo of the Chores List Booklet. Simply photocopy one side of the booklet (page 16). Take the photocopy of page 16 and place it back into the paper tray so that you can photocopy page 17 on the blank side. You may have to experiment to get the correct orientation of page 16 when placed back in the paper tray.



## 5. MAKE USE OF THE SUPPLIED PROMOTIONAL MATERIALS

Along with your Holiday Gift Shop shipment, you will be receiving supplies to help publicize your upcoming event.

Please remember that you need to coordinate with us regarding the arrival date of your Holiday Gift Shop shipment. Normally we try to have your shipment delivered two weeks before your event. The supplied promotional materials are intended to be a compliment to an already active and ongoing promotional campaign. Do not rely solely on these supplied promotional materials to make up your promotional effort. They work great the few days before the sale but there are no substitutes for a weeks long promotional campaign.



### THE SUPPLIED PROMOTIONAL MATERIALS WILL INCLUDE THE FOLLOWING:

**EVENT POSTERS** - Fill out the Date, Time & Location space on the posters and place in well traveled areas around the school.

**DOOR BANNER** - This banner should be placed outside the entrance to your Holiday Gift Shop.



**GIFT PLANNER ENVELOPES** - These envelopes are sent home with each child. They help the child prepare a list of who they are shopping for when attending the Holiday Gift Shop. The printed chart will help them budget their money and these children will be better prepared for the holidays than many adults.

**COLOURED FLYERS** - The flyer explains the program to the children's parents or guardians. The back is blank so you can print your particular school's event dates and times on the back by running them through a photocopier.

**REMINDER STICKERS** - The reminder stickers are your last chance to announce your shop. They should be stuck on each child's clothing or pack as they leave school a day or two before the Holiday Gift Shop grand opening.

**SHOWCASE DISPLAY** - Some very successful schools create a small display in the school trophy case to present a selection of items that will be available at the coming Holiday Gift Shop.



## 6. MAKE YOUR PLAN

Now that we have covered the different aspects of a successful Promotional Campaign, its time to put your plan on paper. This is a sample list of things to do for a promotional campaign and a list of ideas you can use as a basis for your own notices or letters.

### **SAMPLE TO DO LIST:**

- **Read the Promotional Guide and Operations Manual.**
- **Make a list of all your promotional activities.**
- **Prepare and send notices to parents.** See page 13.
- **Prepare and send notices to students.** See page 14.
- **Prepare and send notices to teachers.** See page 12 and 15.
- **Plot each activity on your Promotional Marketing Calendar.** See page 18.
- **Prepare and setup advanced Marketing Materials**  
(Posters, Social Media Posts). See page 6, 7, and 19.
- **Send Chores List and Letter to teachers.** See page 15 - 17
- **Prepare, setup and distribute supplied marketing materials**  
(Holiday Gift Shop Flyer, Gift Planner Envelope and Reminder Sticker). See page 9 - 10.

You want to plan things out so that there is a constant Marketing presence for your shop but at the same time a build-up of excitement. For example 6 weeks before the shop you announce that you will be holding a Holiday Gift Shop Poster Contest with prizes. At the end of week 5 you display the competing posters around the school and announce that every student gets one vote and every voter is eligible for one of 3 - \$10 Gift Certificates redeemable at the shop. In week 4 the Poster winners are announced and shortly after the the 3 winning judges. All of this serves to keep the Holiday Gift Shop in the news and now with 2 weeks to go the supplies from Fun Services will have arrived. Selecting a few items from your inventory to make a display in the school trophy case will really get everyone's attention for the final 2 weeks of waiting. Along with the other suggested notices going out you should now have your shoppers waiting with great anticipation.

**Every school culture is unique and only you will know these nuances. Maybe the school is very much into social media or has numerous activities where you can announce the Holiday Gift Shop. Whatever the case may be, adjust your promotional efforts to best suit your school. We can only give general suggestions. In the end, only you will know the best way to promote your Holiday Gift Shop.**

## SAMPLE LETTER TO TEACHERS



To all Teachers:

(DATE)

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.

The more excited the kids get about this, the better the Holiday Gift Shop will be. 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. We will send home notices, a Gift Planner Envelope, and details of an “extra chore” activity that the students can participate in to learn the value of earning money.

We have developed a schedule for the shop which we hope will work for everyone. Each class will have \_\_\_\_\_ minutes for buying, and to make it a little less crowded and hectic.

Once in the shop, each child should have his/her money and Gift Planner Envelope. 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.

Please speak to the children to get them excited, it will help to make this sale the success we would like it to be.

Thank you,

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Coordinator

## **SAMPLE LETTER TO PARENTS: LOOKING FOR VOLUNTEERS**



### **THE HOLIDAY GIFT SHOP IS COMING!**

Dear Parents:

(DATE)

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 fundraising program for the school. Please plan now to support this program.

We need a few adult volunteers to help at the shop. This will be a very rewarding program. We realize that the Holiday Season is a busy time for everyone, however, your support would be much appreciated. Please call the person listed below to volunteer.

Thank you,

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Coordinator

Contact Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

## **SAMPLE LETTER TO STUDENTS RE: CHORE & SHOPPING LIST**



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:

- Work toward better marks in school.
- Keep your room especially neat and clean.
- Wash and/ or dry dishes.
- Set and/or clear table.
- Take out the garbage.
- Improve your behavior at home and school.
- Read more library books
- Take care of younger brothers or sisters.

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.

## **SAMPLE LETTER TO TEACHERS RE: CHORE & SHOPPING LIST**



To all teachers:

(DATE)

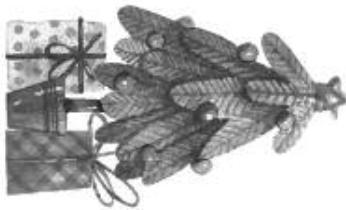
This year our Parents Group will hold the Holiday Gift Shop® program. This practical and Educational experience will allow the children of our school to shop for “secret” holiday gifts for their family and friends. We will have over 100 quality items for the children to choose from.

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 shopping and chores list that they can write their name on and keep to record their chores and whom to shop for. 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:

- Work toward better marks in school
- Keep their room extra neat
- Wash and/or dry dishes
- Set and/or clear table
- Take out the garbage
- Good behavior at home & school
- Read extra library books
- Watch after younger brothers/ sisters

Finally, a few days before the program, we will send home another explanatory flyer along with a Gift Planner 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. Please take a few minutes to talk to your class about this exciting program.

Thank you, your Holiday Gift Shop® Committee.



PROPERTY OF

REMEMBER TO  
KEEP YOUR LIST A  
SECRET. DON'T  
FORGET ANYONE  
AND HAVE FUN!

“BE GOOD AND DO  
YOUR CHORES!”

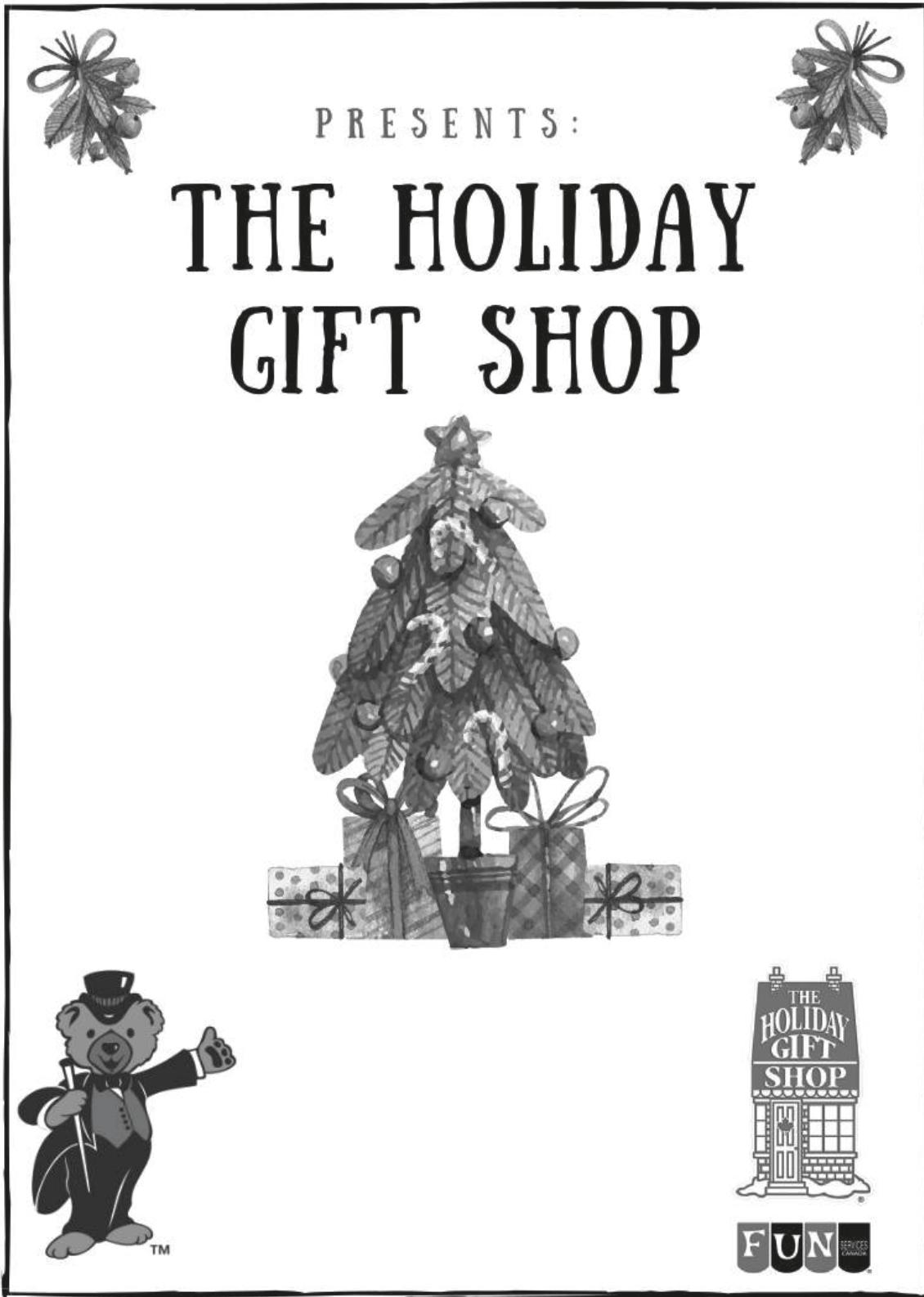


## PLANNING CALENDAR

MONTH \_\_\_\_\_ YEAR \_\_\_\_\_

						SUN
						MON
						TUES
						WED
						THURS
						FRI
						SAT

Blank Sample poster. Photocopy this blank poster and write in your Holiday Gift Shop details. Make more copies and distribute.





Remember, we're here to assist you every step of the way! Please don't hesitate to call if we can be of help.

FOR ASSISTANCE CALL:  
**FUN SERVICES CANADA**



**1-800-665-5656**  
**8:30 – 4:30 PM PST**

Fun Services is on Pacific Coast time so remember, if you are calling from the East (e.g. Toronto), your 12:00 Noon is our 9:00 AM.