

Cards by Kids - Fundraising Information

Introduction

Cards by Kids offer a fun and effective way for organisations to raise funds based on the artistic endeavours of their supporters or members in the form of high quality, professionally printed cards for all occasions. The cards are blank inside and the back is personalised with the artist's name and age, the title of the picture and the fundraising cause details and contact information.

It may be that you require themed pictures or just free expression. It can be a group piece or individual works. The artwork need not be new. It can be an existing piece. You may choose to organise an art workshop, or ask that artwork is done at home. Whichever way you choose...

- We supply Artwork Guidelines and all the documentation you need to get started.
- The cards come pre-packed in multiples of 10 per pack or you can choose your own amounts per pack up to 40 or more.
- There is an option to pack the cards yourself to save on costs.

Typical Fundraising Event (Sports Equipment For School)

A Primary school wants to raise funds to buy new sports equipment and decide on selling greeting cards from Cards by Kids. Cards by Kids provide documentation and guidelines to the school. The organiser chooses to send the order form home to parents along with Christmas artwork created in class. Orders, artwork and payment are returned to the organizer at school and submitted to Cards by Kids. Your professionally printed and returned to the school for distribution. As well as raising funds from loved ones and parents, extra packs of cards are sold at the school plays and sports day to raise extra funds.

PRICES

Discounted prices for fundraisers are available on request from fundraiser@cardsbykids.ca
Please provide your name, contact details and the name of your organisation.

All artwork is returned. Cards are 4.5" x 6" folded (landscape or portrait) and come with recycled envelopes. Photographs may also be submitted by directly emailing the .jpg to info@cardsbykids.ca along with the order details.

Contact: Lucinda Pentin, Cards by Kids, 5271 Sonora Drive, North Van, BC V7R 3V7,
Canada

Email: info@cardsbykids.ca Tel: + 1.604.987.4187

www.cardsbykids.ca

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Getting Started

Thank you for choosing a Cards by Kids Fundraiser! Please contact us a minimum of **2 weeks prior** to your fundraising event, and provide us with the following information:

- ❑ Date of your fundraiser.
- ❑ An address to post sample cards to, for your promotional display of your fundraising event.
- ❑ Are you offering on-line ordering ?
- ❑ Will you be packing the cards or will Cards by Kids handle the packing?
- ❑ Contact Name, phone number, email address, billing address (and PST number if you are PST exempt) and delivery/shipping address.
- ❑ Promotional text to appear on the back of your cards. For example "Sold in support of Tom Thumb Preschool".

Artwork Guidelines

To ensure the highest quality of artwork reproduction if your organisation chooses to create the artwork in-house when planning the art project then please adhere to these guidelines:

- ❑ Faint and florescent colours do not show up very well.
- ❑ Silver glitter and sequins may appear dark gray when scanned, and often become dislodged during transit.
- ❑ Do not fold the artwork.
- ❑ Ensure that any text is **a minimum of ¼"** from the edge of the **picture**.
- ❑ Artwork must be 12" x 17" or smaller. If your artwork is larger than this please contact us to discuss your options for submission.
- ❑ Hand/footprints larger than 4 1/4" x 5 3/4", will be reduced in size and therefore will not be appear as their actual size on your greeting cards.
- ❑ Collages using 3-dimensional pieces are accepted.
- ❑ Artworks created on canvas matte boards are accepted.
- ❑ Digital Images are accepted.

Helpful Hints & Tips

- ❑ Actively promote your fundraising activity in newsletters, bulletin boards, etc.
- ❑ The artwork does not need to be new. It can be previously created.
- ❑ For those children suffering Artist's Block provide them with a colouring sheet to colour instead of getting them to create an original piece.
- ❑ Children do not perform well under pressure and creating a masterpiece is no exception. Try to set up a little art project in a relaxed atmosphere. Provide the children with the materials and colors that you would like them to use and discuss what they might like to create to help them get started.
- ❑ If you have chosen to pack the cards yourself, a helpful hint is to sign up volunteers to package the cards.
- ❑ You can increase the participation in your fundraiser by allowing others who do not attend your school / organization to submit artwork like siblings and neighbours.

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Step by Step Fundraising Instructions

Step 1

Create your Cover Letter/Order Form (use our template [templateletter.doc](#) or create your own). Include pack price, payment information, order due date and order delivery date. For best results the order due date should be no longer than 7 days after the day it is sent out.

Step 2

Choose Online ordering or send home/email/place on your website our Cover Letter/Order Form. If you choose online ordering then please email us the details of what products you are offering, pack sizes, prices, order due date, whom to make cheques payable to and where orders should be dropped off so that we can customize your shopping cart.

Please also email us your 'Sold in support of ???' text for the back of the cards.

Step 3

Collect Orders, artwork and payment. Ensure that the child's first and last name and title of their artwork (optional) is written **lightly** in pencil on the back of every piece submitted. Only the artist's first name will appear on the back of the card – the last name helps us ensure that the correct age is printed on the card. Compile an order master summary and email this to us. If you choose our *online* ordering option then we will email your order summary to you.

Step 4

Artwork can be emailed or uploaded, please contact us to get details. If Mailing or dropping off the artwork the address is :

Cards by Kids, 5271 Sonora Drive, North Vancouver, BC V7R 3V7 Canada

Step 5

Cards by Kids will deliver or mail your order back to you and your invoice will be emailed. Your invoice can be paid by cheque (made payable to "Cards by Kids") or credit card.

Step 6

Package your cards if you have chosen to self-pack.

Step 7

Distribute your orders!

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