



Impact For Schools

Art Card Fundraising Program

503.734.7662

Dear Volunteer:

This letter is to let you know about an exciting new fundraising program: child-created greeting cards. The idea is simple: each of your students creates a piece of art and we professionally make greeting cards with the student's art on the front and personalize the back (as you can see in the enclosed sample).

The process is fun and easy. The first step is to decide who wants to do this – the whole school, a grade level, a classroom? Then let us know. We can supply you with the paper, lesson plans, marketing ideas, and everything else to make this a program you will want to do very year. After you know who is going to be involved, have the students create their artwork. Any two dimensional artwork on 8 ½ x 11 inch paper would work – markers, colored pencils, tempera paint, finger paint, etc. Once you give us the artwork, we start our process. We scan the art, create “mock ups” of the greeting cards, and have samples printed out. It's then up to you and the students to sell the cards to friends, families, and community (a great time to do this is during parent-teacher conferences or other school wide events). After the sale, you give us the supplied order form of what to print. It will take about two weeks to get your order back to you, packaged and ready for easy distribution.

What is the cost of all this? There is no up front cost to the school. The cost is 60 cents per card, including matching envelopes. We suggest that you charge \$10.00 for a set of 10 of an artist's cards and class sets for \$25.00. If you charge \$10.00 for a set of ten cards, you profit \$4.00 per set. Profits from class sets are \$12.50 per class. Since we only print what you've sold, there is little to no waste.

This is different from traditional fundraisers in so many ways. The students are creating the product, so it's more important to them than candy or coupon books. The students' families also appreciate having something to showcase their child's work. Also, the children don't have to sell their product, so it's much safer than any door-to-door fundraiser. We will help you every step of the way, and if you have any questions or ideas, be sure to let us know!

Sincerely,
Christopher M. Heath

503.734.7662

Call us today to get your free starter kit!

Schools in our area that have done this fundraising program and would do it again:

Carus Elementary School (Oregon City)
Palisades Elementary School (Lake Oswego)