

your order. **simplified.**



Promoting your Sale

Posters We've provided colorful posters for you to display at school. Be sure to hang them in areas where parents will see them, such as near the entrance to the school or popular drop-off areas.

Reminder Stickers We've provided bright, colorful reminder stickers that you can send home with students. These are great for sticking inside assignment notebooks, on take-home folders or on kids' hands while they're in the bus or carpool line.

Email Campaign Ask your Account Manager to send you our email ads that you can email directly to parents. We have eight colorful designs to help promote your sale. You could send one weekly or monthly depending on how long your sale will be.

Social Media Does your school or PTO/PTA have a Facebook page, Instagram or Twitter account? That's a great place to promote your sale! Our email ads can be converted to JPEG files that can be uploaded to social media just like a photo. You can also post a copy of the ordering flyer with prices and deadlines. Ask your Account Manager for a JPEG of your school's flyer.

Sample Box Ask your Account Manager for a sample box to set up a display at school. If your school doesn't have a designated display case, perhaps you could set up a display at Open House, Registration or other event at school. You could also use the sample as a raffle prize at a PTO/PTA event for even more fundraising!

Yard Signs Ask for one for each entrance/exit for your school and we'll send them with your flyers and posters!

School Marquee Find out if it's possible to reserve a spot on your school's marquee for during the ordering period.

School Newsletter/Calendar Many schools have a virtual backpack or newsletter that provides information about events and happenings at the school. Reserve a spot during the ordering period to remind parents to order.

Teachers Did you know that parents have the option of donating an item to their child's teacher or classroom when they place their School Tool Box order? Through our Teacher's Wish List program, teachers can create a list that works like a registry – choosing items they may have previously paid for out of their own pocket from the over 800 new educational products available. Once a teacher has built a Wish List, we will provide flyers to send home, letting parents know it's available.



SCHOOL TOOL BOX