

# Communication Kit

## Dear Fundraising Coordinator & School Administrators,

Having a successful art fundraiser is SIMPLE... and this fundraiser builds up the self-esteem of your students, while raising valuable funds for your school.

While the art teacher is busy working with your students to produce works of art that parents will want on purchase on keepsakes and gifts, the coordinator is working to keep everyone informed about the fundraiser's goal and timeline. **Promotion is key to creating excitement and anticipation, which will translate into maximizing the profit potential for your school.** Square 1 Art provides your school with many professionally-designed promotional items to use FREE of charge. These take the form of email content, printed materials, social media content, as well as web and newsletter graphics (see reverse for examples.)

Square 1 Art was founded by a former art teacher - so we understand how the classroom and school functions. We know many schools require Administration approval for communications, and to that end, we provide this Approval Document for your use. While not every potential promotional option can be listed here, this document gives a general feel of the essentials to communicate to your families and staff. We recommend discussing this important need with your Administrators at the outset of the fundraiser to get the necessary approvals and avoid confusion throughout the campaign.

Let us know if we can help at any step along the way. Best wishes for a successful art fundraiser!

## Administration Approval:

*(Initial here)*

\_\_\_\_\_ I understand the importance and value of promotion to our families in order to make this fundraiser a success for our school.

\_\_\_\_\_ I approve of the use of Square 1 Art's professionally-designed graphics.  
*(No internal school resources required!)*

\_\_\_\_\_ I approve the use of the following promotional tactics.  
*(Examples of which are provided on the back of this document.)*

- Email    Last Chance Flyers    Parent Letters    Social Media Mentions
- Website Inclusion    Morning Announcements    Carpool Signs    Poster
- Display Case    Bulletin Board    Thank You Letters    Chalk Art

Other: \_\_\_\_\_

\_\_\_\_\_ Based on the sample language provided in the attached items, no further content approval is required, if similar in nature and tone.

\_\_\_\_\_ Specific written content must be approved individually prior to being sent.  
 NO    YES





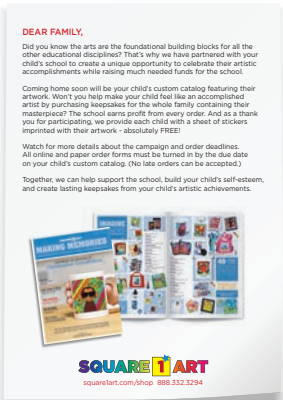
Keepsake Poster



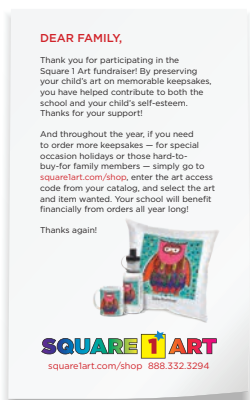
Poem Letter



Last Chance Flyer



Family Letter



Thank You Letter



Parent Email



Miss Out Email



Car Pool Line



Orders Due Poster



Orders Arrive Poster



Social/Web Tiles



Chalk Art

