

# Online Digital Promo Pack

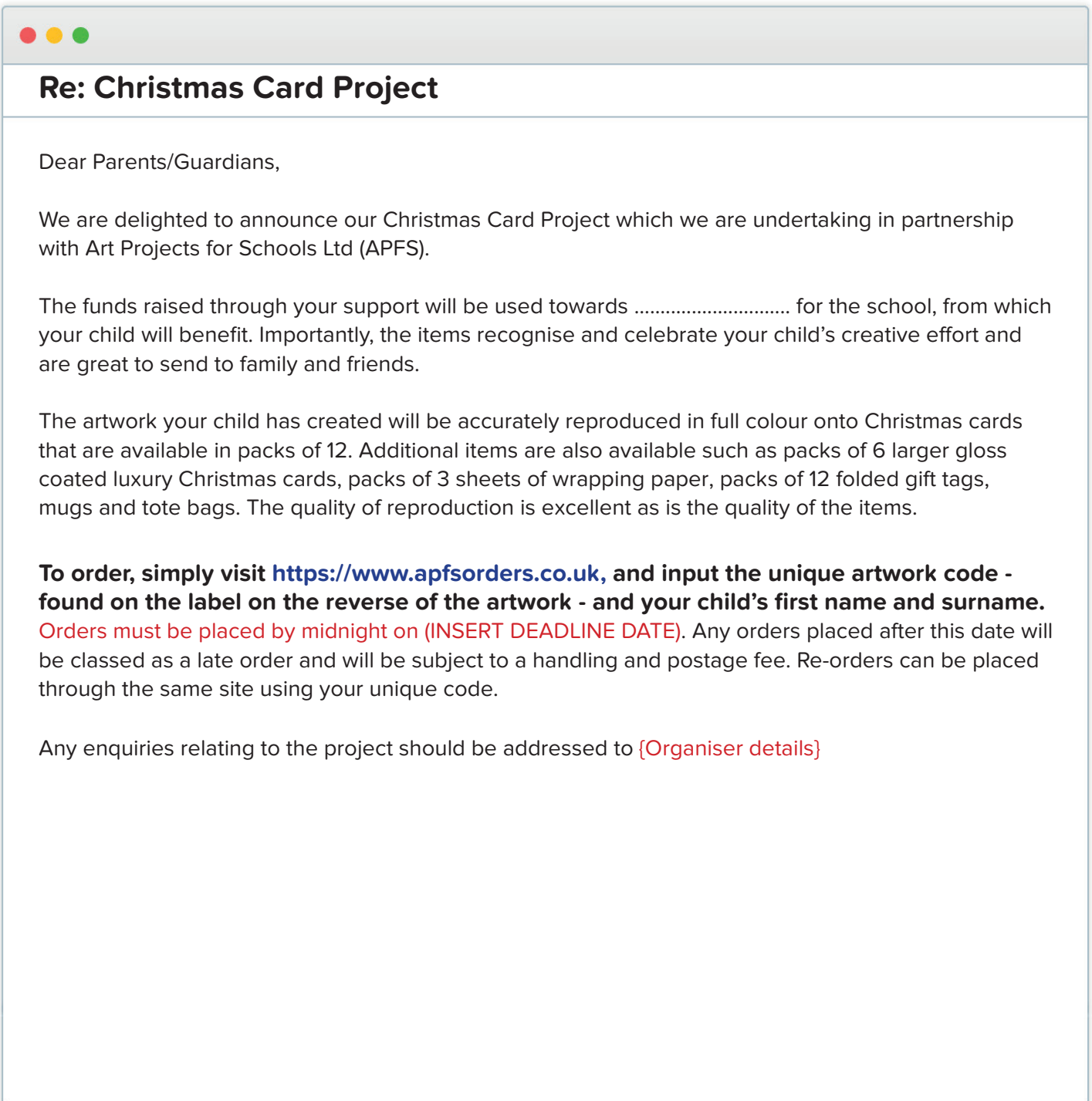
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# 1. Email Templates

## 1A) Introduction Email (Suggested send date: 1 Week before artworks go home)



**Re: Christmas Card Project**

Dear Parents/Guardians,

We are delighted to announce our Christmas Card Project which we are undertaking in partnership with Art Projects for Schools Ltd (APFS).

The funds raised through your support will be used towards ..... for the school, from which your child will benefit. Importantly, the items recognise and celebrate your child's creative effort and are great to send to family and friends.

The artwork your child has created will be accurately reproduced in full colour onto Christmas cards that are available in packs of 12. Additional items are also available such as packs of 6 larger gloss coated luxury Christmas cards, packs of 3 sheets of wrapping paper, packs of 12 folded gift tags, mugs and tote bags. The quality of reproduction is excellent as is the quality of the items.

**To order, simply visit <https://www.apfsorders.co.uk>, and input the unique artwork code - found on the label on the reverse of the artwork - and your child's first name and surname. Orders must be placed by midnight on (INSERT DEADLINE DATE).** Any orders placed after this date will be classed as a late order and will be subject to a handling and postage fee. Re-orders can be placed through the same site using your unique code.

Any enquiries relating to the project should be addressed to {Organiser details}

## 1B) Reminder Email (Suggested send date: three or four days before order deadline)



### Re: Christmas Card Reminder Email

Dear Parents/Guardians,

We just wanted to take the time to remind you that the deadline date for submitting your orders for the Art Projects for Schools Christmas Card Project, is getting nearer. To avoid any late handling and postage fees, please go to <https://www.apfsorders.co.uk>, and input the unique artwork code - found on the label on the reverse of the artwork - and your child's first name and surname **by midnight on the (insert date)**.

Remember, the funds raised from your support will go towards..... for the school, from which your child will benefit. Most importantly, the items recognise and celebrate your child's creative effort and are great to send to family and friends.

## 2. Suggested Letter to Parents

(To be sent to the parents with the scanned artwork)

Dear Parents / Guardians,

Welcome to our Christmas Card Project which we are undertaking in partnership with Art Projects for Schools Ltd (APFS).

The funds raised through your support will be used towards ..... for the school, from which your child will benefit. Importantly, the items recognise and celebrate your child's creative effort and are great to send to family and friends.

The accompanying artwork your child has created will be accurately reproduced in full colour onto Christmas cards that are available in packs of 12. Additional items are also available such as packs of 6 larger gloss coated luxury Christmas cards, packs of 12 folded gift tags, packs of 3 wrapping paper sheets, mugs and tote bags. The quality of reproduction is excellent as is the quality of the items.

**To order, simply visit <https://www.apfsorders.co.uk>, and input the unique artwork code - found on the label on the reverse of the artwork - and your child's first name and surname. Orders must be placed by midnight on (INSERT DEADLINE DATE). Any orders placed after this date will be classed as a late order and will be subject to a handling and postage fee.**

Benefits to ordering online include being able to personalise your cards with your child's name and/or school, create your own custom greetings, and pay securely by debit or credit card.

Any enquiries relating to the project should be addressed to [INSERT ORGANISER DETAILS]

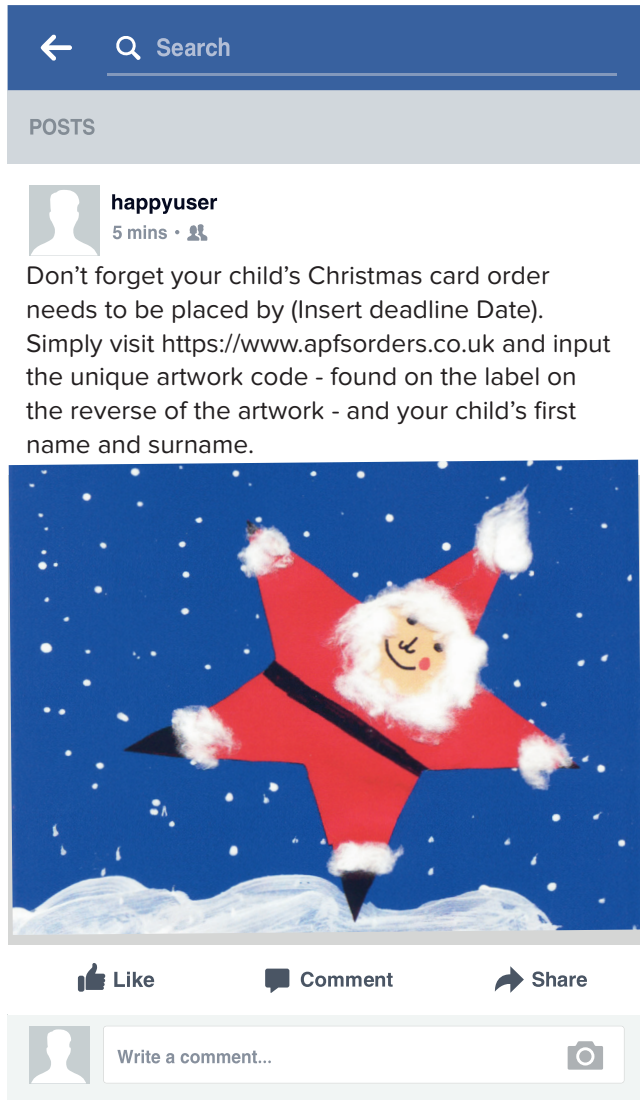
Product	Parent Price	School Price	Fundraising
1st Pack Standard Cards (12 cards)	£6.50	£5.00	£1.50
Additional Packs	£5.50	£4.50	£1.00
1st Pack Luxury Cards (6 cards)	£7.50	£6.00	£1.50
Additional Packs	£6.50	£5.50	£1.00
<b>Gift Tags cannot be ordered without an order of cards</b>			
Wrapping Paper (3 sheets)	£5.00	£4.00	£1.00
Gift Tags (12 tags)	£3.00	£2.50	£0.50
Mug	£7.50	£6.50	£1.00
Tote Bag	£6.50	£5.50	£1.00

Mr Smith

## 3. Facebook Posts

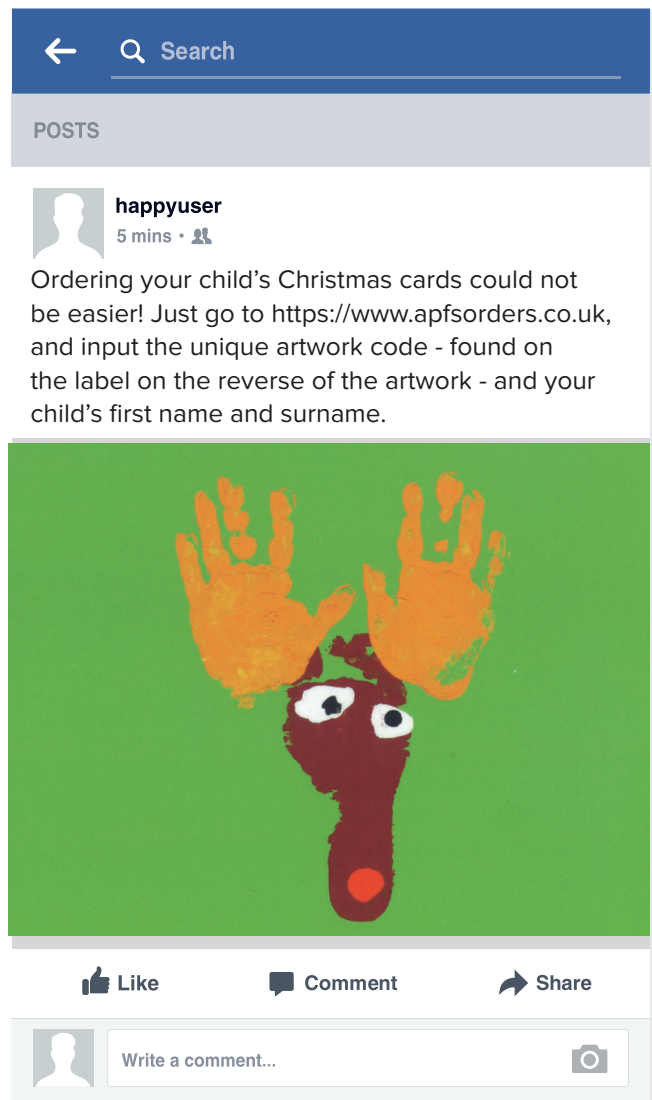
### 3A Reminder Post

“Don’t forget your child’s Christmas card order needs to be placed by (Insert deadline Date). Simply visit <https://www.apfsorders.co.uk>, and input the unique artwork code - found on the label on the reverse of the artwork - and your child’s first name and surname.”



### 3B Encouragement Post

“Ordering your child’s Christmas cards could not be easier! Just go to <https://www.apfsorders.co.uk>, and input the unique artwork code - found on the label on the reverse of the artwork - and your child’s first name and surname.”



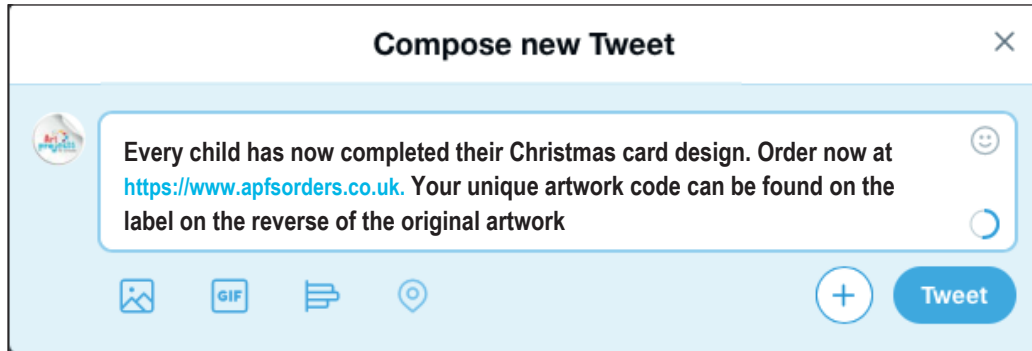




## 4. Twitter Posts

**Remember with Twitter, you only have 280 characters. Make every tweet clear and succinct to improve chances of engaging with your parents. Make the most of your 280 characters. Here are a few templates that may be useful.**

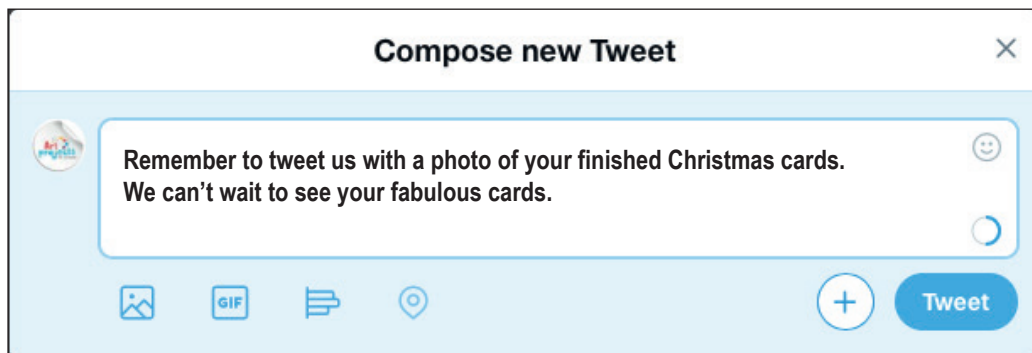
“Every child has now completed their @artprojectsfs Christmas card design. Order now at <https://www.apfsorders.co.uk>. Your unique artwork code can be found on the label on the reverse of the original artwork”



“The deadline is approaching for Christmas Card Orders. Avoid late fees. Order at <https://www.apfsorders.co.uk>. Your unique artwork code can be found on the label on the reverse of the original artwork.”



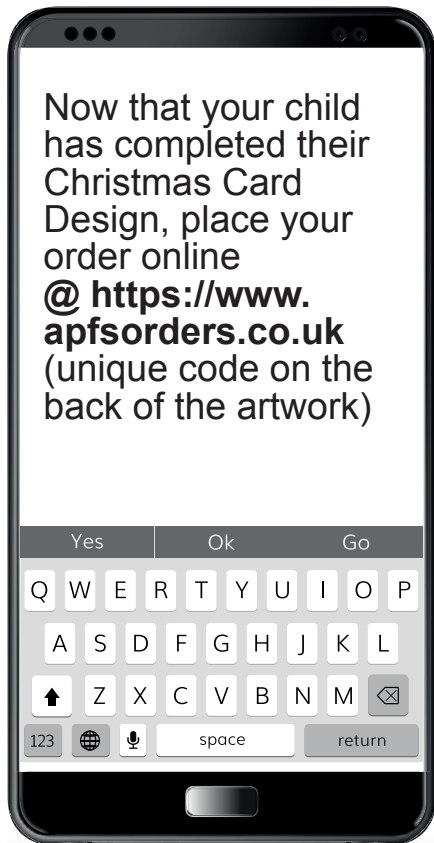
“Remember to tweet us with a photo of your finished Christmas cards. We can’t wait to see your fabulous cards.”



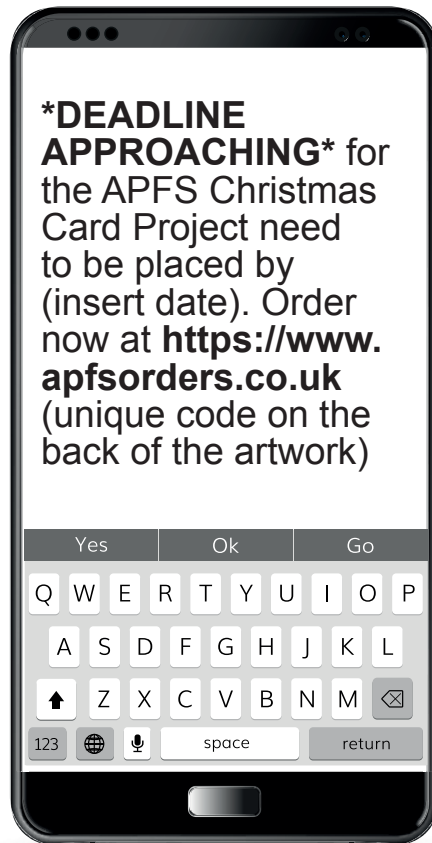
## 5. SMS Text Messaging

Similarly to Twitter, it's important that any SMS communication is succinct and clear. This is to avoid the issue of long messages being sent as unamenable picture messages to certain android devices.

“Now that your child has completed their Christmas Card Design, place your order online at <https://www.apfsorders.co.uk> (unique code on back of cards)”



“\*Deadline Approaching\* Orders for the APFS Christmas Card Project need to be placed by (insert date). Order now at <https://www.apfsorders.co.uk> (unique artwork code on the back of cards).”



“\*Last Reminder\* Orders for the APFS Christmas Card Projects need to be placed before **12pm tonight**. Order at <https://www.apfsorders.co.uk> Late Fees apply for any orders placed after 12pm.”

