

# Online Program



Your key to  
a successful  
program



**Coordinator** *guide*  
2024-2025  
**Original Works**

www.originalworks.com  
518.584.9278  
Customer Service: cs@originalworks.com  
General: info@originalworks.com  
Finance: finance@originalworks.com

# Getting started

*Welcome!* As the Coordinator of your program, you play an important role. To have the most successful program, please read this guide and keep it handy for reference.

Supply Box  
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Coordinator Care Center  
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## Supply *box*

Your supply box has arrived! This box contains what you need to run a successful program.

1. Review the contents. If you are missing anything, reach out to our Customer Service Team right away. What's inside?
  - [Program Checklist](#) to keep you on track
  - [Art Instructions](#). Share with anyone involved in the creation process
  - [Art Paper](#). This can be found in reams of 250 sheets, and/or individual packed sheets.
2. Your schedule was emailed to you. If you do not have it, please contact your Account Manager or our Customer Service Team.

# Prepaid postage label



Your prepaid UPS return service label may arrive printed in your supply box. If it is not in your box, you will receive an email that has your label. Please print the label and securely tape it to the box when you send your artwork and orders.

Can't find it? Contact our Customer Service Team

# Coordinator care

The Coordinator Care Center is available 24-7 and has everything you need to run your program.

From important documents, forms and lesson plans to FAQ's, videos and program promotion ideas, it's all available online for you to access anytime!

Visit: [www.originalworks.com/customer-care](http://www.originalworks.com/customer-care) Password: CCC2425

# Program promotion

While students are busy creating their masterpieces, it's time to start promoting your program. The more excitement you can build with the students, staff, and families, the more your profits will grow!

## PROMOTE!

### Look What's Coming Letter

Send home copies of the letter and share it on your website & social media. Copies are at the back of this guide and in the Coordinator Care Center

### Tell Everyone

Announce the program in your school newsletter, on your website and/or social media sites.

### Get Excited!

Talk about the program. When students are excited about the program, they are more likely to share and talk about it with their families.



## eMarketing Tools

### We've made promoting your program easy!

Visit the Coordinator Care Center online for ideas, templates, graphics and much more!

Checkout these tabs:

- ★ eMarketing Kit/Promotion
- ★ Image & Video Library
- ★ Social Media Promotion

[www.originalworks.com/customer-care](http://www.originalworks.com/customer-care) Password: CCC2425

# Student *labels*

To ensure that we have the proper student data setup for your school's program, we create a student label from the information that you provide. **Each student artwork requires a label** before it can be uploaded. We can only upload one piece of artwork per student.

## File types accepted

- Microsoft Excel
- .csv
- .numbers (mac users)

## Information required

- Student First Name
- Student Last Name
- Teacher
- Grade/Class

## Preparing the information to send

- Please include all students/grade in one (1) list.
- Each grade/class should follow the next one in order.

**Do not** break grades/classes out into individual tabs or sheets.

## Submitting your data

- Email your data to:  
*studentlabels@originalworks.com*
- Include your school name in the subject line along with "label file" ie: *Caldwell Elementary label file*

## Receiving your printed labels

- Original Works will create and print your student labels.
- Labels will be sent to the school in your supply box or via USPS mail.

### Example of correct data formatting:

First Name	Last Name	Teacher	Grade
Mary Grace	Crumley	Garcia	1
Bryson	Diaz	Garcia	1
Ethan	Dorsey	Matthews	2
Clay	Forster	Matthews	2
Dylan	James	Donnelly	3
Julie	Kneeshaw	Donnelly	3

**!** **New or additional students?** If you have new students or students starting class after the Student Labels have been created and sent to you, please complete and email a copy of the "New Student Label Form" found at the back of this guide. Please do not assign a number for these students.

**?** **Questions?** Contact our Customer Service Team at 518.584.9278 or [cs@originalworks.com](mailto:cs@originalworks.com)



# ART

# Instructions

## CHOOSE THESE!

For the best results please choose from the following list of mediums

- Markers
- Tempera or Acrylic Paints
- Crayons (press hard)
- Paper Collages
- Photos
- Bold Intense Watercolors
- Black Marker for outlining

## DO NOT use these!

We can NOT process artwork that has any of the following

- Glitter - of ANY kind
- Abrasives (sand, salt, etc.)
- 3D materials
- Scratch art/Scratch board
- Copyright/trademark items\*
- STICKY/MESSY artwork\*\*
- Fluorescent, neon & metallic\*\*\*
- Colored or lead pencil \*\*\*\*



## PAPER

For the best results please use the provided art paper.

- Size: all paper should be: 8 1/2" x 11"
- Recommended weight: 60-70#
- Construction paper - often does not reproduce true to color. Blues can look purple, blacks can look grey or green etc. *Use with caution.*



## © copyright/trademark items\*

Due to existing copyright laws we cannot accept copyright images. This includes but is not limited to: images, logos, brand names, emojis, video, cartoon & anime characters, stickers, magazine and newspaper prints. **If you are unsure we recommend you do another project.**



## STICKY/MESSY artwork\*\*

We cannot process artwork that is sticky, or comes off on your hands.

- Chalks, Oil Pastels & Cray Pas - MUST be sprayed **and** cannot be sticky or come off on your hands when touched.



## Fluorescent, neon & metallic\*\*\*

These mediums do NOT reproduce true to color. To avoid unhappy families, please avoid using them.



## Colored or lead pencil \*\*\*\*

Pencil drawings are usually VERY light and do not reproduce well. Although we won't return them, we recommend using another media type for project.



## Try This!

**Rub your hand across the artwork.**

If residue comes off on your hand we will not be able to process it. Please re-spray the artwork with a fixative.



## Try This!

**Hold the artwork across the room. Can it be seen clearly?**

Yes - Great! Your art will reproduce well.  
No - Darken areas that are too light to be seen. Outline details with marker.

# ART Tips

Please review these tips to create artwork that will reproduce well.

## Create art that sells!

- Skin tones must be heavily covered and as opaque as possible
- Recolor & repaint any lightly colored areas
- Erase unwanted marks, pencil lines and smudges
- Trim excess paper that hangs over the edge of the paper
- Consider using a black marker to outline details
- Have artists sign and date their masterpiece (use our Signature Template to avoid the edge)



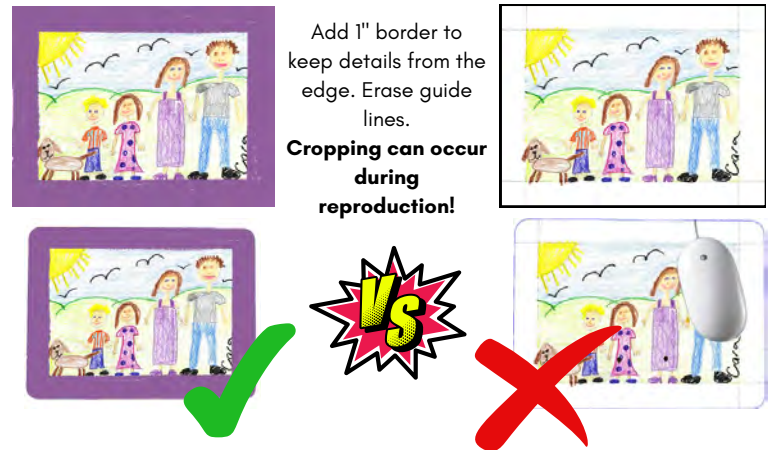
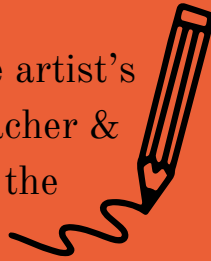
Fill the entire art paper.



Secure all pieces of collages to ensure they don't fall off.

## Completing the project

- **Identify the artwork**
  - Using pencil- write the artist's first and last name, teacher & grade on the **BACK** of the artwork
  - Applying labels? Apply the label to the **BACK-TOP** of the artwork after the project is completed.
- **Artwork orientation**
  - Using pencil - place a "T" on the **BACK- TOP** of the artwork to ensure proper orientation



Add 1" border to keep details from the edge. Erase guide lines.  
**Cropping can occur during reproduction!**



Use bright, vibrant colors! Pencil and lightly colored art will not reproduce or will appear washed out on products

# Scan phase

Once students have completed their masterpieces, it's time to upload your art!

## 1. Artwork

- Verify that the artwork has the correct student label affixed to the BACK
- Mark the orientation. Place a "T" using pencil, on the back to indicate the TOP of the artwork
- Please follow the art instructions and ensure the art being submitted complies.
- **Missing Student Label**
- If any artwork is missing it's label, please complete the New Student Label form and email to: studentlabels@originalworks.com
- In pencil, write the student name/grade/teacher on the back & place in a separate folder

## 2. Organize

- Organize artwork in folders by class & grade (your artwork will then be packed the same way for easy distribution)
- Please put any art that needs to be labeled together in a folder at the front of the stack

## 3. Shipping

- Complete Shipping Form G & return with artwork
- Using the provided prepaid UPS label, send to Original Works
- Bring the package to any UPS shipping center location

 *for safe travels, put all of the artwork folders into a large plastic bag*

**Please note:** Any artwork that does not follow our art instructions will be returned and will not appear online. Once your artwork is uploaded, we are unable to add additional pieces of artwork.

# Order phase

Once the artwork has been received, scanned and uploaded, we print and ship the Custom Flyers/Ordering Instructions directly to the school. Each flyer is unique to the individual student and is used to facilitate the ordering process.

## 1. Custom Flyer/Ordering Instructions


- A customized flyer is created for each artwork submitted.
- Printed marketing flyers are included in the box.
- Distribute flyers & the marketing piece to your students to take home to their families. The flyers are custom for each child. Be sure that they receive the correct one to take home.

## 2. Orders

- Families follow the instructions sent home and place their orders online.

## 3. Manual/Paper Orders

- A Manual Order Form is available for families who are unable to order Online and/or for students who did not submit artwork during the scan phase but still wish to order.
- Collect the Manual Order Forms (and artwork if it was not submitted during scan phase).
- Complete Shipping Form M and submit everything to Original Works.

 **Please note:** Manual Orders must be shipped to arrive at least 2 days before the Deadline Date for Online Orders. Orders arriving after will ship with your Additional Orders.

## Important Dates

Send Art to OW:

Order Deadline:


### School Shipping Costs

Completed orders ship free to the school when orders reach \$300 or more in wholesale value. For orders less than \$300 a \$25 shipping fee applies.

### Payment & Profit

- Families pay for their orders online using a Debit or Credit card
- We are unable to bill the school for orders
- After we ship your products, we will calculate your profit and mail your profit check

# Product *distribution*

*Celebrate!* This is the most exciting time! Your keepsakes have arrived and it's time to distribute.

## 1. Orders Arrive

- Orders ship based on your confirmation schedule and the arrival of your artwork
- Orders are organized by class

## 2. Student Order Packages

- Each pack contains packing slip, products ordered & care instructions.
- Ceramic mugs are labeled and packed separately in the same shipping box as the artwork.

# Additional *orders*

Additional and late orders are common and we encourage you to send them to us for processing.

### Online Orders- Artwork already online

- If you setup a Late Order Deadline Date on your confirmation schedule, we will reopen your Online Ordering immediately after the initial order deadline.
- Families can place new/additional orders directly online if their student's artwork was previously uploaded

### Manual/Paper Orders - Artwork not online or families unable to order online

- Collect order forms and artwork if required
- Complete Shipping Form M
- Ship to Original Works- orders must be shipped to arrive 2 days before the late order date shown on your schedule.

### Shipping Charges

- Your first set of additional orders is shipped back to the school for free. Subsequent sets of orders are subject to a \$10 shipping fee.
- If your manual/paper orders arrive after the stated deadline date they will incur a \$10 shipping fee.

**!** Delivery dates for additional orders are not guaranteed for specific arrival dates.

*If you are running a fall program additional orders are not guaranteed for delivery before your holiday break. They may ship in January.*



# Customer service

Although we thoroughly inspect all orders before shipping, occasionally a less than perfect order gets through. We call this a "Fix-It". If it happens, our Customer Service team is ready to assist!

## 1. What is a "Fix-It"?

- If the order/product meets one or more of the following criteria:
  - ★ Material defect: broken mug, chipped tile, hole in towel etc.
  - ★ Incorrect product: ordered a magnet and received note cards
  - ★ Improper reproduction: artwork is upside down or the wrong image
  - ★ Missing product: you were invoiced for a product but never received it.

## 2. Shipping Form F

- Please complete ALL the information and return to Original Works. We will process your Fix It and ship it back to the school.
- If you do not need to send the artwork, you can email the form to [lawfi@originalworks.com](mailto:lawfi@originalworks.com)

### ★ Do we need to send the original artwork back?


#### ★ YES:

- ★ Color quality issues
- ★ Image blurriness
- ★ Incorrect image


#### ★ NO:

- ★ Item is missing
- ★ Item is damaged
- ★ Incorrect item made

### Customer Service Team

 518.584.9278

 [cs@originalworks.com](mailto:cs@originalworks.com)

 8:00 am- 4:00 pm EST

## 3. What is not a "Fix-It"?

- We produce Artwork "As Is", and do not modify the artwork in anyway.
  - ★ Examples include:
    - ★ We cannot remove pencil lines or ink that has come thru from writing on the back of the art
    - ★ The entire 8 ½" x 11" piece of artwork is captured. This means:
      - ★ If there is a lot of empty or white space on the paper, there will be a lot of empty or white space on the product
      - ★ A small drawing will be a small image. We do not "zoom in" or crop to the image
      - ★ The image on the product is reproduced in proportion with the product it's on.
  - ★ Details missing that were drawn 1" or closer to the edge
  - ★ Images appearing too light or too small on a product



**Please review and follow Art Instructions. We can not be held responsible for redoing products that do not comply with our stated art instructions.**

## 4. Image Retention

- Original Works keeps images on file for a fixed period of time. If you are submitting a Fix-It after the dates listed below, you may be asked to provide the artwork
  - ★ Fall Programs: March 1
  - ★ Spring Programs: September 1

# Coordinator panel

As the coordinator of an Online Program, you can take advantage of the Coordinator Panel. Here you can access and track orders, program revenue, and profits.

## Returning Coordinator?

If you have coordinated an Online Program and registered in the past, it is not necessary to register again. Likewise, if you have placed an order in our Retail Store previously and already created an account, you do not need to register again. **However**, you do need to notify us (Step #2) that you are a coordinator, and provide your school name and code so that we can assign you to the account this year.

If this is the first year your school is participating in the Online Gallery, or if you are the new program coordinator, you will need to create an account so you can access your panel. Below are the steps:

### 1. Register

- Go to [store.originalworks.com](https://store.originalworks.com)
- Click CREATE AN ACCOUNT
- Complete the registration form.



MY ACCOUNT | SIGN IN | CREATE AN ACCOUNT

### 2. Notify Original Works

- [Once you have registered, email cs@originalworks.com and let us know you have registered.](mailto:cs@originalworks.com)
- Include your school account code/name and the email address used.
- Original Works will activate your panel and notify you when complete.

***Please note that access to your Coordinator Panel may not be available immediately, as it is only available AFTER the artwork has been scanned and uploaded.***

### 3. Access your panel

- Go to: <https://store.originalworks.com>
- Login. Click "LOGIN"
- Enter the email and password in the "Registered Customers" section
- This will open your Account Dashboard
- **Coordinator Panel** is the last option

### 4. Availability of information

*When your program has ended, ordering information is no longer accessible.* If you need assistance with order questions please contact Customer Service at 518.584.9278 or [cs@originalworks.com](mailto:cs@originalworks.com)

# My Account

**CONTROL PANEL:** Provides a summary of your sales and profit information.

ORDERS BY CUSTOMER

ORDERS BY STUDENT

Search:

School Name	Order Id	Customer Name	Order Date	Total Items	Total Retail	Status	Actions
DemoGallery	2000000004	Jordan Blue	2024-07-16 06:27:37	1	\$22.00	Pending (New)	<a href="#">View</a> <a href="#">Items Details</a>
DemoGallery	2000000003	Sam Blue	2024-06-11 09:12:45	2	\$38.70	Pending (New)	<a href="#">View</a> <a href="#">Items Details</a>
DemoGallery	2000000002	Maggie Simms	2024-05-21 13:05:03	1	\$13.75	Pending (New)	<a href="#">View</a> <a href="#">Items Details</a>
<b>School</b>				<b>DemoGallery</b>			
Total Retail Sales				\$88.20			
Tax				\$0.00			
Shipping & Handling				\$0.00			
Program Fee				\$7.00			
Net Retail Sales				\$81.20			
Wholesale Sales				\$54.25			
*Estimated Profit				\$26.95			

**BILLING ADDRESS**

Test order  
DO NOT SHIP  
Alabama, Alaska, 11590  
United States  
T: 7815730222

**PAYMENT METHOD**

Credit Card Type: NA  
Credit Card Number: xxxxxxxx  
Processed Amount: NA

Show: 10 entries

Product Name	SKU	Price	Whole Sale Price	Qty	Subtotal
15 oz. Ceramic Grande Mug	GM	\$20.25	\$13.50	Ordered : 1.0000	\$20.25

Custom Artwork

Artwork Key  
510197

Subtotal: \$20.25  
Tax: \$0.00  
Grand Total: \$22.00

**ITEM DETAILS**

Item Name/SKU	Item Qty	Artwork	Student	Grade	Teacher
Black Matted Print 8" x 10"/BLK	1	Demog510197	Norah Warren	5	MS/MR Gascho
Holiday Sweater Ornament/SWE	1	Demog510198	Stephen Wright	05	MS/MR Gascho





**ITEM DETAILS:** Click Item Details in the Control Panel to view details of each order, including the student's name, teacher, and grade information.

**CUSTOMER ORDER INFORMATION.** Click **View** in the Control Panel to open a copy of each customer's individual order information.

**REPORTS** – With the click of a button you can export report details for further analysis.

**ORDERS BY CUSTOMER:** data shown by the person who ordered


**ORDERS BY STUDENT:** data is sorted by student

Student Order Code	School	Title	Grade	Teacher	Student	Artwork	Status	Actions
Demog510098	DemoGallery	Demog001	K	MS/MR Mast	Kiara Blue		Enabled	<a href="#">Send Email</a>
Demog510099	DemoGallery	Demog002	K	MS/MR Mast	Jackson Darling		Enabled	<a href="#">Send Email</a>
Demog510100	DemoGallery	Demog003	K	MS/MR Mast	Amelia Friends		Enabled	<a href="#">Send Email</a>
Demog510101	DemoGallery	Demog004	K	MS/MR Mast	Emilee Greene		Enabled	<a href="#">Send Email</a>
Demog510102	DemoGallery	Demog005	K	MS/MR Mast				
Demog510103	DemoGallery	Demog006	K	MS/MR Mast				
Demog510104	DemoGallery	Demog007	K	MS/MR Mast				
Demog510107	DemoGallery	Demog010	K	MS/MR Mast				

**SEND EMAIL** – This new feature enables you to send email reminders to families to encourage orders.

### SEND PARENT EMAIL

This feature allows you to send an email reminder to parents who have not yet placed an order. Simply fill out the information in the form below!



**Artist:**  
Amelia Friends  
Access Code: Demog510100

Amelia created this amazing masterpiece and now you can order quality, custom keepsakes featuring this artwork! In addition, each order placed helps to support our school fundraising efforts. Access Code: Demog510100

**Send Parent Email**

Your Name\*

Your Email Address\*

Parent's Email Address\*

CC Email Address

[SEND EMAIL](#)

# Questions & answers

Still have a question about the program? We've put together the most commonly asked questions and answered them here. If you still have a question, contact our Customer Service Team

## **What happens if a parent misplaces their Ordering Instructions?**

Families can access their child's artwork using the "Search Artwork" feature online. If they are still having trouble, our Customer Service team is available to help.

## **What if a student has more than one artwork they would like to submit?**

Due to space constraints, **we only allow one artwork per student.** If a student has more than one artwork that they would like to order from, they should select the artwork they would like posted online (affix the label to the back and send to us) and place their Online order using that artwork. The second artwork could then be submitted to us separately as a manual order. *\*Please note* that when submitting a second artwork as part of a Manual Order, do not use the Artwork ID that was assigned to the first artwork. We will assign a new ID to the artwork when it is received.

## **What if a student misses the deadline for uploading artwork online?**

If a student misses the deadline for uploading their artwork, their image will not appear online. They may still participate in the program by submitting their artwork with a manual order during the order phase of the program.

## **What if I need to submit additional labels for students who arrive after the program has started?**

If you are ready to submit your artwork and find you require additional labels, please complete the New Student Label Form and email it to [studentlabels@originalworks.com](mailto:studentlabels@originalworks.com). Place the artwork in a separate file folder marked "Needs Labels" and send it with the rest of the labeled artwork. We will generate the labels and affix them to the artwork prior to processing. Please do not assign a number to these artworks.

## **What happens if the original artwork is changed after it has been uploaded?**

All orders placed Online will use the artwork images found online. If a student has changed their artwork (i.e., added a name, date or some other change to the artwork) after the upload was completed, **we can not go back and re-upload changed artwork.** Families should submit their changed artwork with a manual order form. *\*Please note* that when resubmitting artwork as part of a Manual Order, do not use the Artwork ID that was assigned to the first artwork. We will assign a new ID to the artwork when it is received.

## **A student received two Ordering Instruction Flyers – one had no image and the other had their complete data. Why did this occur?**

When a student receives two flyers, it means their student data was in our system twice. The most likely cause is that data for that student label was submitted twice (i.e., perhaps the student changed classes or had incorrect data on the first submission, etc.) so we had more than one student record in the file. Since a Custom flyer is generated for each student listed in the file, when a student is listed twice in that file, one flyer will print blank, while the other will print with the child's artwork. The blank flyer can simply be discarded.

## **A family is having trouble ordering online. Is there another option besides the manual order?**

Our Customer Service Team is standing by Monday-Friday from 8am - 4pm EST and happy to take orders over the phone. Customer Service can be reached at 518-584-9278