

# Free Fundraising With Stikins® Name Labels

- **Rewarding** - 30% Commission for your School or PTA on all sales where your unique school number is quoted.
- **Established** – Run successfully by schools and PTAs for over 18 years to boost their funds.
- **Easy** - Parents order directly via our site and your commission is securely logged and paid annually in November.
- **Useful** – Multipurpose personalised name labels help save time and money by reducing lost property.



*Stikins® Name Labels In Use*

## How does this fundraising scheme work?

Every school is allocated a unique fundraising number and this is the key to the smooth and easy running of the scheme. Commission is logged when parents order and quote this number. Every parent order we receive is processed via our website, so not one pound of your 30% commission is missed.

Our secure site accumulates your commission and you can log in to see how you are doing. In November, we use the information from our site to calculate the commission due to you and make payment. Our minimum payout is £10.00 so your scheme needs to generate just £34 of sales in a year (3 to 5 name label orders). There is no maximum payout.

You are not committed in any way to do anything but we do ask you to use any materials you request. For example, distribute leaflets and free samples to parents, put up notice board posters, and use the leaflet holders in reception.

## Is it all really free?

Yes! Everything we supply to schools and PTAs for the promotion of this fundraising scheme is free. In 18 years, dealing with many thousands of schools every year, we have never charged anybody for anything.



## How will our school or PTA benefit?

The commission is high at 30% but this scheme will not yield the same return as big fundraisers like summer fayres or sponsored events. That said, it requires very little effort and costs nothing to run. In addition to commission there are very real benefits to the school, parents, and children by reducing (unnamed) lost property. So, it is best seen as a very useful ongoing addition to school fundraising every year. We see a huge range in commission between schools and below are some insights into what some of our most successful schools are doing.

## What do other schools and PTAs do?

**They make sure that parents are aware of the scheme** - we can supply leaflets, free printed samples, notice board posters, leaflet holders, school fayre prize vouchers, and online content, which you can email or share with parents. Links from your school site to our Stikins® site can automatically fill in the school number. All these things increase parent awareness of the scheme and its benefit to the school or PTA.

**They know that timing is absolutely key** – many parents buy name labels in advance but the peak time for buying name labels is during the “back to school” period in the summer before schools re-open. So it is important to get leaflets and samples to parents before the school closes for summer.

**Printed samples amplify everything** – we offer a free printed, usable sample for every child in your school every 3 or 4 years and free samples for new starters every year. This is a huge commitment but our experience over the past 18 years has been that this not only significantly increases the effectiveness of the scheme but also your commission and, of course, our sales. We can supply samples in all kinds of formats, from full printed names to simple two letter initials, all packed by class with a leaflet and full instructions for parents.



## How do we get started?

Simply visit our website and select the Fundraising section at the top of the page and then the “Requests and Sign Up Form”. This takes you to a really simple form where you can register your school. You can also request marketing materials and printed samples using the links at the bottom of the registration form. We will confirm you are registered and send you your unique fundraising number, along with any materials you have requested.

Website: <https://www.stikins.co.uk>

Email: [info@labelplanet.co.uk](mailto:info@labelplanet.co.uk)

Phone: 01270 668076

# STIKINS<sup>®</sup> Name Labels

**SIMPLY STICK IN & STAY IN  
NO SEWING & NO IRONING**



Save time and money with  
one multipurpose name label  
for clothes, shoes, lunch boxes,  
and all school items

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**SUPPLIED SINCE 2003  
MILLIONS IN USE**

**TO ORDER VISIT:**

**WWW.STIKINS.CO.UK**

