

THE LABEL PLANET **STIKINS® NAME LABELS** **FUNDRAISING GUIDE**

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Quick Overview

Label Planet supplies STIKINS®, personalised name labels, for all school items and offers up to 30% commission to schools and PTAs when they promote our products to parents. Schools are allocated a unique fundraising number, which parents quote when they order directly from Label Planet.

The scheme has been running since 2003 and is incredibly easy to adopt and run. Schools/PTAs receive commission cheques every October.

STIKINS® are multipurpose name labels that simply stick onto all school items, including clothes and shoes, and we have over 5,000 independent positive reviews from parents on our site (www.stikins.co.uk). STIKINS® have a unique advanced adhesive, which is only available on STIKINS® name labels.

We hope you find this guide useful; the information is also available online for you to use if that is easier. We are always happy to help and you can call (01270 668076) or email (info@labelplanet.co.uk) if you have any questions or concerns.

Reasons To Be Cheerful

Easy to participate

- One step registration for fundraising that runs all year round.
- We allocate a unique reference number to your school, which parents quote when they order.
- Label Planet automatically sends out commission cheques in October.

Profitable

- Highest name labels commission rate in the UK.
- Free start-up and no ongoing costs.
- Repeat commission as parents reorder, year after year.

A useful product for parents

- Many parents need name labels before term starts or need to top up during the year. They can order anytime from our website.
- Labels are despatched directly to parents' home addresses. We despatch same working day throughout the year.
- STIKINS® are multipurpose, so one pack can be used to label clothes and everything else, saving parents time and money.

Getting Started

[1] Read This Guide then inform the school/PTA, by passing on the relevant sections, and other information in your pack, to those who need to see it.

[2] Register Your School to get your unique fundraising number. The easiest way to do this is to complete the simple request form in the fundraising section of our site. You can also request free leaflets for all parents. Alternatively, you can email or phone us.

We'll send you as many of our product leaflets as you need. Most schools request leaflets for the whole school. Leaflets now come with the school reference number printed on a sheet of labels ready for sticking onto the leaflets. You can also put our poster up on the notice board.

[3] Request Free Samples for the new intake. We send 5 free sample STIKINS® name labels for the new intake of any school registered with us, giving new parents the opportunity to test STIKINS® for themselves.

[4] Put A Link On Your Site
(optional but recommended – it doubles your commission!)

This is a very simple thing to do and just involves adding some text to your website. There is advice on our website on how to do this, which will help your webmaster. The advice page also includes a form to fill in once you have put the link up. When you have submitted this form, we will verify the link and then activate your 30% commission rate. In addition to increased commission, you will also be able to request 5 free sample STIKINS® for the whole school, rather than just for the new intake (this offer is only available once per school but the new intake can receive samples each year).

[5] Track Your Commission

Parents order directly from Label Planet: online, by phone, or by post using the order form on the back of their leaflet. All of these sales are logged on our site; parents just need to quote your unique school fundraising number when they order to earn commission for the school.

You will be given a password which will give you access, via our secure website, to a live report showing the total sales and commission due to date.

[6] Automatically Receive A Cheque In October

At the end of the busy season, towards the end of October, we will send you a cheque in the post. The default payee for commission cheques is the school – please advise us if you want a different payee, e.g. the PTA (but not an individual).

Letting People In School Know

Head Teacher

Label Planet Ltd is a UK based company, which has been supplying name labels for all school items since 2003. We supply our labels directly to parents who order via our website, by phone, or by post. Some schools and PTA organisations promote our labels and receive commission in October based on the sales value for the previous 12 months.

Label Planet deals directly with the parents; the school or PTA has no contractual ties or responsibilities regarding the goods or services supplied. We have a very strict privacy policy and will never release any customer information to any third party companies. We have secure sites and secure transactions to make sure that everything goes smoothly for parents. If they wish, schools can send us lists of pupils' names so we can print free samples; these lists are held securely and are completely deleted once the labels have been printed.

We try hard to assist schools and parents and we are happy to take calls from everyone including, of course, head teachers. Please call 01270 668076 if you need more information or just want to discuss any questions you may have.

PTA Chairperson

We would like you to see this fundraising scheme as an easy addition to all your other activities. This document has been prepared to help you to rally support and let everybody know what is involved. We have also prepared a PowerPoint presentation, which you can download to edit and use at your PTA meeting. Helping parents and the school to reduce lost property helps to build involvement with the PTA, and this fundraising will continue long after your term as the chairperson is over. We would draw your attention to the "Commission Booster Plan" section of this document.

PTA Treasurer

This is probably the easiest fundraising you have ever done. There is no outlay to account for because all the required promotional and marketing materials are supplied by Label Planet for free. Our website logs the money spent by parents quoting your school fundraising number, so there is no money to account for while the scheme is running, and we send one commission cheque in October for you to bank. The default payee for commission cheques is the school – please advise us if you would like a different payee (e.g. the PTA – not an individual).

Teachers

It is a simple case of distributing leaflets for the class to take home. Anything that reduces the agony of lost property will save teachers time and effort for more productive things in class. You may want to show the leaflet to the class and explain at home time that labelling their stuff will help to keep it safe – most of the children will remember the trauma of losing something.

Information About Our Name Labels

STIKINS® name labels — that simply stick in and stay in

One easy name label with multiple uses for all kinds of school items; launched in 2010, this advanced soft plastic label can be stuck onto the wash-care label of clothes and the same label can also be used on shoes, dishwasher items, and general school items. STIKINS® name labels have been successfully tested by an independent laboratory using the BS EN ISO6330 wash test procedures for 40 washes at 40 degrees. The STIKINS® adhesive was upgraded in 2016 with a unique new formulation. Our labels are also printed with an advanced ink, which makes them resistant to sun creams.

For prices and pack sizes, please see this year's STIKINS® leaflet, or visit our website:
www.stikins.co.uk

Delivery

All of our name labels are despatched First Class to the parents' delivery addresses. We despatch on the same working day, for orders placed before 3.00pm, throughout the year. Customers can opt for Special Delivery by calling us if they need guaranteed next day delivery.

Ways To Order

Parents can order via our website (www.stikins.co.uk), by phone, or by post. If they quote your school fundraising number, commission will be paid to the school.

Order Contents

The labels come in a C5 envelope, with each child's labels packed separately in a plastic bag. Full instructions and reorder forms are included along with a receipt showing the amount charged and the fundraising number used.

COMMISSION BOOSTER PLAN

Over the years we have noticed that there is huge variation in the amount of commission earned by similar schools. We have looked at the activity of schools receiving higher commission and they share some common features. This guide offers tips on how your school/PTA can maximise parent response to boost sales and commission.

6 Small Things That Make a Huge Difference

[1] Schools/PTAs achieve much higher levels of interest from parents if there is someone, often a PTA representative, being proactive and pushing things forward for just a couple of months. As with anything in life, a little passion makes a big difference!

[2] Put the Label Planet A4 poster on your PTA notice board; parents are encouraged to take a picture of the poster so they have all the information they need on their phone.

[3] Place a link to our site on your website. The link can automatically fill in your unique fundraising number on our site so it won't matter if parents forget to do it!

This is a really easy thing for your webmaster to do and there are full instructions on our site.

Schools with links have 53% higher sales and are also eligible for 30% commission. A note of caution though - just putting up a link on its own will not work; it needs to be part of a wider action plan.

[4] Send leaflets out to parents with a letter from the school/PTA. There are some examples of letters on our site and in this guide. You can request free leaflets on our site and it is a good idea to send one to all parents so they have the latest information.

[5] Rally support and feedback. Circulate this guide with a covering email to everybody in the PTA and school who has an interest. Put STIKINS® fundraising on the agenda for the next PTA meeting. There is a PowerPoint presentation for use at PTA meetings available to download from our site.

[6] Get organised; make a check list of what you are going to do based on the ideas here (along with any ideas of your own) and make a note of when they need doing and by whom.

Other things we can do to help

- STIKINS® poster for the PTA notice board.
- Free STIKINS® as prizes for your summer fair, often for the lost property sales stall.
- If you have ideas which you think will help you then please let us know.

The Back-To-School Opportunity

Every year the ordering behaviour of parents remains the same. Name labels are needed rather than wanted, so most parents (75%) order their labels when they buy new school clothes in August (July in Scotland). It typically happens when parents return from their holidays and when “back-to-school” adverts flood the TV.

This is when schools are closed so, to get a better response, you could schedule an email to be sent out to parents mid-August. Many schools already send a “back to school” email, which could be adapted to mention name labels fundraising, along with a simple link to our site. Our leaflet encourages parents to “take a picture” of the leaflet so they have the link to our site and the school’s unique number on their phone for when they want to order in August. You could mention these things in the letter you send out with the leaflets.

How To Avoid Catastrophic Failure!

Surprisingly, there are some schools who earn nothing, or a very small annual amount (less than £5.00), even though they have registered, have been sent hundreds of leaflets to distribute, and have even requested free printed sample labels for all the pupils.

So what has gone wrong? Generally it is because somebody has gone ahead without discussing the fundraising activity with the PTA committee or the school. Either nothing happens, or a small number of orders are placed, but only by friends and members of the PTA.

To avoid this we recommend that you circulate our information guide to the senior management of the school and PTA committee members first. There are sections in the information pack for the head teacher and PTA committee to read. Please feel free to print the information guide out from our website, email it, or simply send everybody a link to the “Get Detailed Information” page on our site.

Useful Links and Contact Details

For all information and downloadable materials (including example letters to parents) you can visit the fundraising section of our website where you will find links to the pages you want to view.

Fundraising Main Page:

www.stikins.co.uk/school-fundraising.php

How STIKINS® Fundraising Works (A Summary):

www.stikins.co.uk/how-fundraising-works.php

Start Fundraising/Request Leaflets and Samples:

www.stikins.co.uk/fundraising-requests.php

Frequently Asked Questions:

www.stikins.co.uk/fundraising-faq.php

Get Detailed Information:

www.stikins.co.uk/fundraising-links-downloads.php

Website: www.stikins.co.uk

Email: info@labelplanet.co.uk

Phone: 01270 668076