



## **IQ Cards Project Guide**

Welcome to our exciting Fundraising project, we hope that the following information is informative, helps you run the project successfully and most importantly raise lots of valuable funds!

- **Key stages**
- **Items in the Design Pack**
- **Step by Step Process**
- **Products, Prices & Design Guidelines**
- **Checklist**

### **Key Stages**

1. Pupils design their pictures in class & send home to parents with cover letter & A5 leaflet (these are supplied by IQ).
2. Organiser collects order forms & money from parents.
3. Organiser contacts IQ Cards who will arrange a courier to collect forms from school.
4. IQ Cards scan, print and deliver everything back to School. All pupils orders are individually wrapped.
5. An invoice will be sent within 7 days of final delivery.



## Items in the Design Pack

### Design Forms x 1 for each pupil

1 per pupil plus spares for siblings / staff children & in case of any accidents!

Design forms are double sided & printed on thick paper designed for our scanning process.

School information is already pre-printed on the forms – cheques payable to etc.

One side is blank for the children's design; the other side is the order form for Parents to fill in (including their choice of greeting inside the cards - these choices vary for Spring, Summer and Christmas projects).

**Do not photocopy these forms** – if you need extras just contact IQ Cards.

### School Order Form x 1

This is to be filled in once you have received all the parent orders and are ready for them to be collected.

Log your total orders per class & check you have banked the correct amount of money.

This is not obligatory - just complete and return if you find it useful.

### Example Parent Letter x 1

This is available to download from the website or can be e-mailed. The letter can be amended with your school details & sent home to parents with the completed design forms.

### A5 Leaflets x 1 for each pupil

These have pictures of all the products and pricing to help boost parent's orders!

Spares for siblings / staff children etc. Send home to parents with the completed designs.

### Posters

A3 & A4 posters – to put up around the school to help advertise the project to staff & parents.

### Boxes x 1 spare

Design forms arrive packed in boxes – keep these & the spare(s) provided for returning the forms in and keeping them flat and safe!

### Parcelforce Return Bag x 1

Keep this to put the boxed design forms back in ready for collection; it is pre-labelled and ready for Parcelforce to put their own label on.



# Step by Step Process

## 1. Creating Your Designs

From experience, setting time aside and completing the artwork in a classroom environment will deliver the best results.

Remember that bright and simple designs work best – use paint/coloured pens & pencils. (See gallery on our website [www.iqcards.co.uk/gallery](http://www.iqcards.co.uk/gallery)).

Don't stick anything on, don't use glitter, don't use plain pencil, don't use metallic ink – none of these come up well on the end product.

So big, bright & bold = beautiful!

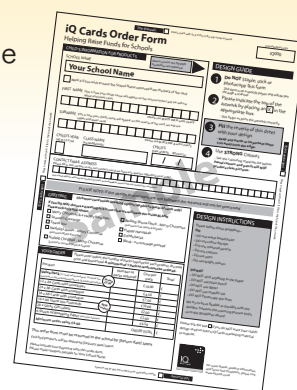


## 2. Parents Place Orders

When designs go home, parents must check the spelling of their child's name is correct - this will be exactly how it is printed on the products.

Parents can choose the inside greeting for their cards from the options (if no option is chosen or is unclear they will automatically be left blank inside).

Parents return completed forms with payment (cheques to be made payable to the school) by date stated on the form.



## 3. Collection of Completed Design Forms

Once all forms have been returned to school and money banked request a collection via:

**Phone:** 01252 796914

**IQ website:** [www.iqcards.co.uk/collection](http://www.iqcards.co.uk/collection)

**e-mail:** [info@iqcards.co.uk](mailto:info@iqcards.co.uk).

IQ Cards will then arrange for Parcelforce to collect on your preferred date within school hours – ensure you let IQ Cards know of any special requirements for collection (i.e. specific location at school).

Forms should be placed back in boxes and then sealed inside the return Parcelforce bag.

**DO NOT SEND ANY MONEY AT THIS STAGE – AN INVOICE WILL BE SENT LATER**

## 4. Delivery of Final Products & Invoice

Your finished products will be delivered to the school via courier. Each pupil's order is individually wrapped and sorted into year group for easy distribution.

The invoice for the orders, minus the funds raised is sent when the final products are delivered – invoice terms are 7 days.



## Products & Prices

Product	Parent Price	School Funding
12 x A6 Cards with envelopes	£4.50	£1.00
24 x A6 Cards with envelopes	£7.50	£2.00
36 x A6 Cards with envelopes	£10.00	£3.00
16 x A6 Postcards	£2.00	£0.50
20 x Sticky Gift Labels	£2.00	£0.50
6 Sheets of Wrapping Paper (size 520 x 360mm)	£4.50	£1.00
<b>Value Pack</b> 1 Pack of Cards, Wrap, Labels, & Postcards	£10.00	£2.00

**If extra funding was agreed at the time of sign up, this will be reflected on your final invoice.**

## Design Guidelines

### DO

- Use Water Based Paint
- Use Bright Coloured Pencils
- Use Bright Crayons
- Use Bright Pens
- USE BRIGHT COLOURS – FILL THE PAGE
- Leave a 1cm gap all the way round the edge (as this is often cropped off during the process)

### DO NOT

- Photocopy the form
- Stick / staple anything onto the form
- Use plain grey pencil
- Use glitter
- Use Metallic Ink
- Use collage
- Draw right up to the edge

## Checklist

1. Check all design forms – confirm children's names have been spelt correctly & correct money paid.
2. Bank all the money in to school / PTA bank account.
3. Fill in the School Order Form to confirm number of orders per class (not obligatory).
4. Organise forms in to year order – pack back in box(es) and seal in return Parcelforce Bag provided.
5. Contact IQ via phone / website / e-mail to arrange collection of forms.

