



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 if over 30 orders (if under 30 orders, please post).
4. IQ Cards scan, print and deliver all orders. Pupil's orders are individually wrapped, and in year order.
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 and payment information is already pre-printed on the forms.
- One side is blank for the children's design; the other side is the order form for Parents to fill in.
- **Do not photocopy these forms** – if you need extras please contact IQ Cards.

School Order Form x 1

- This can be filled in once you have received all the 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 IQ 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 with the completed designs.

Posters

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

Boxes x 1 spare

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

Courier Return Bag x 1

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



Step by Step Process

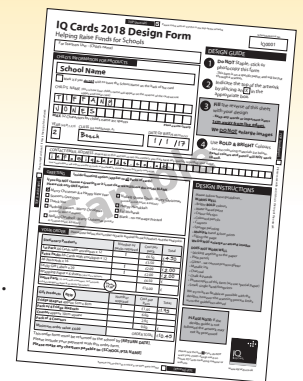
1. Creating Your Designs

- 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).
- 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 products.
- Big, bright & bold = beautiful!



2. Parents Place Orders

- When designs go home, parents must check the spelling of their child's name - this will be how it is printed on the products.
- Parents can choose an inside greeting for the cards from the 9 options (if no option is chosen or it is unclear the cards 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

e-mail: info@iqcards.co.uk.

- IQ Cards will arrange for the courier 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 courier bag.
- If under 30 orders post to IQ Cards, Unit 2 Brook Trading Estate, Deadbrook Lane, Aldershot GU12 4XB and postage will be deducted from invoice
- **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 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

Stationery Products	Parent Price	School Funding
First Pack of 12 Cards	£4.50	£1.00
Additional Card Pack(s)	£3.50	£1.00
A6 Postcards x 16	£2.00	£0.50
Sticky Gift Labels x 20	£2.00	£0.50
Wrapping Paper x 6 sheets	£4.50	£1.00
Value Pack 12 Cards, 6 sheets of Wrap, 20 Labels, & 16 Postcards	£10.00	£2.00

Gift Products	Parent Price	School Funding
Fridge Magnet	£1.95	£0.50
Pack of 4 Fridge Magnets	£6.00	£1.00
Acrylic Coaster	£2.95	£0.50
Pack of 4 Acrylic Coasters	£9.00	£1.50

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

Design Guidelines

DO	DO NOT
<ul style="list-style-type: none"> • 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) 	<ul style="list-style-type: none"> • 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 Courier Bag provided.
5. Contact IQ via phone / website / e-mail to arrange collection of forms.