



# STEP - BY - STEP HOLIDAY SHOPPE GUIDE

for a successful sale



From planning and implementation to wrapping up, this guide has everything you need to run a holiday shoppe!



# WHY US?



We are the nation's leading school holiday shoppe experience. Our cutting-edge technology is designed to simplify your life while increasing your sales. With 25+ years in the school services game, we've mastered the art of easy-peasy, risk-free, fun for students and volunteers alike! Here are just a few reasons to run a holiday shoppe with us.



## QUALITY PRODUCTS

- Products are fully tested for heavy metals and phthalates and meet the new safety standards for children's gifts. CPSIA compliant.



## EASY TO IMPLEMENT

- FREE digital cash register app (Apple, Android & web) makes it easy for volunteers to check out multiple students at one time.
- We provide it all... Envelopes, flyers, posters, banners, shopping bags, tablecloths, color-coded price stickers, elf aprons and more!
- Choose your profit percentage or run it as a service project with the lowest prices.
- Quick and easy re-orders.
- No inventory! We send out inventory based on school enrollment, prior shoppe history, etc. Plus, no inventory counting!
- Whatever doesn't sell, simply ship back to us! We'll provide the labels.
- Customer service team standing by to help!



## FAMILY FUN

- This fun event teaches students how to budget, handle money and shop for others.
- Kids can shop for family and friends in secret for the ultimate surprise on that special holiday morning!



# PLANNING YOUR HOLIDAY SHOPPE

## CHOOSING YOUR DATES

The BEST holiday shoppes run for 4-5 days. That's it? That's it! You can start as early as November 13, but we recommend letting the turkey have its day before you get the ball rolling.

Our data shows that the first 3 weeks of December are the best time to run your shoppe.

**Pro tip!** Make sure your admin team (Principal, Vice Principal, etc.) has your dates on the calendar. It's never too early to reserve the library, cafeteria, etc. for where you'll set up shoppe.

## PLANNING AND PREPARING



### LOCATION

Determine where you will have the holiday shoppe. Work with your principal to decide on a location. Most schools will use the library, staff lounge or an empty classroom.



### HOURS OF OPERATION

Most holiday shoppes will set up a time for each classroom to shop. We recommend having additional opportunities for students to shop before school, recess, lunch and after school. Plus, give a last call for any students unable to shop earlier.



### TEACHER SIGN UP

Tag team with your principal to determine when each class will walk through. We recommend 30 minutes per class.





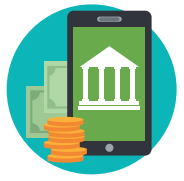
## VOLUNTEERS

Try to find at least 3-6 superheroes (aka volunteers) to help run the shoppe. Room Parents, PTC, PTA, PTO, Boosters, mom and dad, grandparents (they love doing this)... even your principal may want to jump in on the fun!



## WANT TO SELL SOMETHING WE DON'T PROVIDE?

Want to sell snacks? Drinks? Something else? No problem! When logged into the Admin Dashboard on the app, simply go to Settings - Price Codes and click "+". The school/group is not invoiced for these items, but they will appear for tracking purposes on your reports.



## CONFIRM PROFIT

We want to make sure we have things right! Before the shoppe opens, go to your Admin login on the app and click the "Settings" icon on the bottom right of the screen and select "Profit". Profit needs to be confirmed BEFORE the first transaction is made. Contact your representative to make any changes.

**Pro Tip!** Do NOT make up your own pricing or profit as you go. This will throw off your inventory at the end of the shoppe.



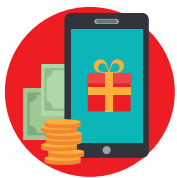
## CONFIRM PRICE CODES

Each item in your holiday shoppe will be given a price code. Lower numbers are less expensive and higher numbers are more expensive. The base price of an item will increase when a higher profit is selected.

Price codes will be displayed on the price tents, item labels and cash register app. Use the price code on the item when adding item in the cash register app.

Price Codes	0% Profit	10% Profit	20% Profit	CUSTOM
PC #1	\$0.50	\$0.55	\$0.65	
PC #2	\$1.00	\$1.10	\$1.25	
PC #3	\$1.50	\$1.65	\$2.00	
PC #4	\$2.00	\$2.25	\$2.50	
PC #5	\$3.00	\$3.35	\$3.75	
PC #6	\$4.00	\$4.50	\$5.00	
PC #7	\$5.00	\$5.50	\$6.25	
PC #8	\$6.00	\$6.75	\$7.50	
PC #9	\$7.00	\$8.00	\$8.75	
PC #10	\$8.00	\$9.00	\$10.00	
PC #11	\$9.00	\$10.00	\$11.25	
PC #12	\$10.00	\$11.00	\$12.50	
PC #13	\$12.50	\$13.50	\$15.50	





## DECIDE ON IOUs

An IOU is a feature designed to allow a student that does not have enough money at checkout to bring the remainder later OR the school can forgive the money owed. To turn this feature on, go to settings and select "IOU".



## GATHER YOUR SUPPLIES

- (6) eight-foot tables
- Stapler
- Markers
- Pens
- Tape
- Cash box with \$20 **in quarters**, \$5 **in dimes**, \$2 in **nickels**, \$23 in **one dollar bills**, \$20 in **five dollar bills** and \$30 in **ten dollar bills**.

# GIFT CARDS

Don't want students coming to school with cash? Tell your parents to be safe and pre-purchase a gift card for their student(s) before the holiday shoppe opens! Gift cards can be purchased at **PolarPalsGiftShop.com** up to 4 weeks in advance of the holiday shoppe. We provide every program with a unique code that ties the gift card to each student and school.

Students can print out their gift card OR a volunteer can easily look up the student within the cash register app. EASY!



## MULTIPLE STUDENTS ON CAMPUS

Parents can purchase separate gift cards if they have multiple students on campus.



## THE GIVING SPIRIT

At checkout, we'll give parents the chance to support other students that may not have the means to shop on their own. The school will decide how to use these funds.



## REMAINING GIFT CARD BALANCES

Gift cards with a remaining balance at the end of the holiday shoppe will be credited back to the school as a 100% donation. If a parent wants a refund for the remaining balance, no problem... a Gift Card Balance report is provided in the Admin section to assist with requested refunds.



# WATCH FOR THESE SHIPMENTS



You will receive two shipments from us before your holiday shoppe begins! It's **SUPER IMPORTANT** to open the boxes right away and follow our steps to success!



## SHIPMENT #1: EARLY OCTOBER

- “Watch For” flyers – These give families a heads up on what’s to come! Please send home in late October.
- “Has Arrived” flyers – These should be sent home one week before the holiday shoppe opens.
- Gift guide envelopes – These should be sent home with the “Has Arrived” flyers.
- Posters – These should be placed around school one week before the holiday shoppe opens.

If you sign up to do a holiday shoppe later in October, November or December... we will get your first shipment out to you right away.



## SHIPMENT #2: 1-2 WEEKS BEFORE HOLIDAY SHOPPE

- Holiday shoppe product – Keep ALL existing packaging. You will need this for returning remaining inventory. If you feel like you are short on product, don’t hesitate to reach out!
- Holiday shoppe set-up supplies:
  - Tablecloths
  - Advertising banners
  - Self-sealing gift bags & shopping bags
  - Pricing tents
  - Aprons

BUY GIFT CARDS AT [POLARPALSGIFTSHOP.COM](http://POLARPALSGIFTSHOP.COM)

If you receive any damaged items, set them aside. List them on the **Damaged Merchandise** form and send to [info@polarpalsgiftshop.com](mailto:info@polarpalsgiftshop.com) or fax to 877-329-2354. If we need you to return the damaged items, you will get a response from us within 48 business hours. If you do not receive a response, please discard any damaged items.

## SCHOOL OR GROUP

\_\_\_\_\_

CONTACT NAME

\_\_\_\_\_

ADDRESS

CITY

ST

ZIP

--

QTY

ITEM #

### DESCRIPTION

OFFICE USE

[illegible]





# PROMOTING YOUR HOLIDAY SHOPPE



## 4 WEEKS BEFORE YOUR HOLIDAY SHOPPE

**EMAIL** “Our holiday shoppe is coming soon!” note. We’ll email the sponsor email on file with the template to forward to parents. This will be their first opportunity to purchase gift cards.

**SEND HOME** the “Watch For” flyers and announce in your school newsletter.

**POST** “Our holiday shoppe is coming soon!” provided image across all social media platforms (Facebook, Instagram & Twitter). Don’t forget to include your group code in the caption!



## 1 WEEK BEFORE YOUR HOLIDAY SHOPPE

**PUT UP** the “Watch For” banner by student pick-up and drop-off.

**EMAIL** “Our holiday shoppe starts next week!” note provided by our team. Your parents can continue to purchase gift cards through the link provided.

**Pro Tip!** Add your class shopping schedule to the bottom of the email so parents know when their students will be shopping.

**SEND HOME** the “Our holiday shoppe starts next week” flyers with the gift guide envelopes stapled to them.

**POST** “Our holiday shoppe starts next week” image provided by the company across all social media platforms (Facebook, Instagram & Twitter). Don’t forget to include your group code in the caption!



## **DAY 1 OF** YOUR HOLIDAY SHOPPE

**PUT UP** the “Our holiday shoppe has arrived” sign in the front of the school or on the entry door to the holiday shoppe.

**EMAIL** “Our holiday shoppe starts today!” note provided by our team. Your parents can continue to purchase gift cards through the link provided.

**Pro Tip!** Add your class schedule to the bottom of the email so parents know when their students will be shopping.

**POST** “Our holiday shoppe starts today” image provided by the company across all social media platforms (Facebook, Instagram & Twitter). Don’t forget to include your group code in the caption!

**ANNOUNCE** that the holiday shoppe has begun! Remind students that their parents can purchase gift cards online OR they can bring cash to school to purchase gifts for family and friends.



## **DAY BEFORE** YOUR HOLIDAY SHOPPE ENDS

**EMAIL** “Only 1 day left in our holiday shoppe!” note provided by our team. Your customers can continue to purchase gift cards through the link provided.

**POST** “Only 1 day left in our holiday shoppe!” image provided by the company across all social media platforms (Facebook, Instagram & Twitter). Don’t forget to include your group code in the caption!

**ANNOUNCE** that there is one day left in the holiday shoppe.

**SCHEDULE** a final shopping time for students unable to shop at an earlier time.



# SETTING UP YOUR HOLIDAY SHOPPE

## TABLES

- Place tables in a U-shape or an L-shape to make shopping and monitoring easy.
- Display product according to price levels and place the appropriate price tents in each section. Place lower price codes closest to the cashier.
- Separate the price sections by using decorative tape provided in the supply kit.

**Pro Tip!** Place all items you receive on the tables so the shoppe looks nice and full!

## PRICING

- Fill in your prices on the price tents and posters. Your pricing should match the profit that you selected.
- Prices can be found through the Admin login on the cash register app. Click “Settings” and then “Price Codes”.

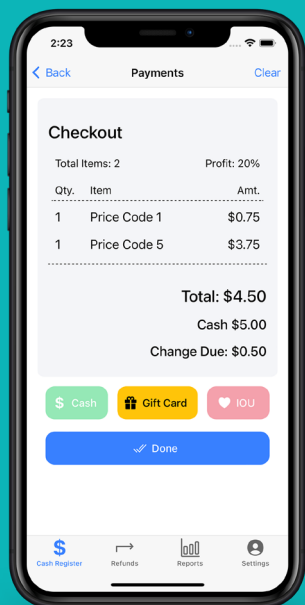
## CHECKOUT

- Have the checkout area near the exit, to allow for easy flow of traffic.
- Have a wrap area after checkout. Volunteers can help younger students wrap their gifts after purchases have been made.

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# CASH REGISTER APP



We've developed the most user-friendly app to make life easy on you and your volunteers during the holiday shoppe! Your team can easily download and use the cash register app while you, the Admin, are provided with full flexibility and reporting throughout the sale. Go to the app store on your Apple or Android device and download the "School Shoppes" app!

The login information and Group Code are emailed directly to the Admin/Sponsor. For more info, check out our holiday shoppe Cash Register App How-To Guide!



## REORDERING PRODUCT

Only reorder if product is REALLY needed! It's not necessary to always have everything in stock.

Fill out the reorder form and email to [info@polarpalsgiftshop.com](mailto:info@polarpalsgiftshop.com) OR fax to 877-329-2354 **BEFORE noon MST** (Mountain Standard Time).

Reorders are sent "Next Day". Depending on when FedEx picks up the product, it can arrive the next business day or the day after. FedEx doesn't always deliver in the morning. A tracking number will be provided to the email address on your reservation form for each shipment.



# WISHLIST REORDER FORM

SCHOOL OR GROUP

--

CONTACT NAME

--

CONTACT PHONE

ADDRESS

--

CITY

ST

ZIP

QTY CODE DESCRIPTION

PRICE CODE #16


QTY CODE DESCRIPTION

PRICE CODE #5


QTY CODE DESCRIPTION

PRICE CODE #10


PRICE CODE #1


PRICE CODE #6


PRICE CODE #11


PRICE CODE #2


PRICE CODE #7


PRICE CODE #12


PRICE CODE #3


PRICE CODE #8


PRICE CODE #13 & #14


PRICE CODE #4


PRICE CODE #9


SUPPLIES




# HOLIDAY SHOPPE TO-DO CHECKLIST

☐ **DETERMINE HOLIDAY SHOPPE DATES**

From \_\_\_\_\_ To \_\_\_\_\_

☐ **RESERVE HOLIDAY SHOPPE LOCATION ON CAMPUS** - Room \_\_\_\_\_

Confirmed by \_\_\_\_\_ Date \_\_\_\_\_

☐ **PLACE NOTICES IN NEWSLETTER** - Completed on \_\_\_\_\_

☐ **SEND HOME "WATCH FOR" FLYERS** - Completed on \_\_\_\_\_

☐ **PLACE POSTERS AROUND SCHOOL** - Completed on \_\_\_\_\_

☐ **DISPLAY BANNERS**

Coming Soon - Completed on \_\_\_\_\_ Arrived - Completed on \_\_\_\_\_

☐ **SEND HOME "HAS ARRIVED" FLYERS & ENVELOPES** - Completed on \_\_\_\_\_

☐ **MERCHANDISE TO BE DELIVERED BY** \_\_\_\_\_

☐ **SEND APP DOWNLOAD INSTRUCTIONS TO VOLUNTEERS** - Completed on \_\_\_\_\_

☐ **OBTAIN \$100.00 IN CHANGE FROM TREASURER** - Completed on \_\_\_\_\_

☐ **SCHEDULE VOLUNTEERS** - Completed on \_\_\_\_\_

☐ **POST CLASSROOM SCHEDULE IN TEACHER'S LOUNGE** - Completed on \_\_\_\_\_

☐ **ADVERTISE THE CLASSROOM SHOPPING DATES** - Completed on \_\_\_\_\_

☐ **DOWNLOAD THE APP AND LOG IN AS ADMIN** - Completed on \_\_\_\_\_

☐ **CONFIRM PROFIT** - Completed on \_\_\_\_\_



## CLASSROOM SCHEDULER

DATE \_\_\_\_\_

[illegible]

DATE \_\_\_\_\_

[illegible]

DATE \_\_\_\_\_

[illegible]

DATE \_\_\_\_\_

[illegible]

DATE \_\_\_\_\_

[illegible]

DATE \_\_\_\_\_

[illegible]



# WRAPPING UP YOUR HOLIDAY SHOPPE

## STEP 1: SETTINGS

Scroll to the bottom and click "Close Shoppe". **You can only do this on or after your shoppe end date.**

## STEP 2: REPORTS

Run a final **Cash Reconciliation Report** which provides a daily breakdown of cash received, change given, refunds and totals. Use this report to balance your cash.

Run the **Sales Report - Final** which provides a summary of price code purchases, credit for gift cards purchased online (if applicable), total owed and make checks payable to information. A copy of this report will be emailed once the shoppe is closed.

## STEP 3: PRODUCT RETURN

At the end of your holiday shoppe, you should have about 20% of your total inventory to return. Pack up the leftover merchandise into as few boxes as possible. Email or Fax your **Request for FedEx Return Labels** form. We will email them to you within approximately 24 hours of receipt of the request. Please submit your request by email to [info@polarpalsgiftshop.com](mailto:info@polarpalsgiftshop.com) or fax to 877-329-2354.

### REQUEST FOR FEDEX RETURN LABELS

SCHOOL OR GROUP

EMAIL ADDRESS TO RECEIVE RETURN LABELS

WE NEED

☐

FEDEX LABELS/CALL TAGS (1 PER BOX).

We understand there is no charge to our group. We may either call FedEx to request pick-up of the labeled boxes in our office or drop them off at a FedEx store.