

# SUCCESS MANUAL

**Get ready for a fun and rewarding experience for your students!**

Dear Chairperson,

Congratulations! You will be organizing the best program of the year! The Santa's Secret Shop®/Holiday Gift Shop® program is an excellent service project for your school and parent group to provide. The program is exciting for the children because they are making their own purchases and it's comforting to their parents knowing their children are shopping in a safe and comfortable environment. This experience truly creates lifetime memories.

The Success Manual is designed to assist you in all aspects of the Santa's Secret Shop®/Holiday Gift Shop® program. Keep in mind that this is a flexible program and this manual is to be used as a guide to help you have a rewarding and smooth experience.

**Remember we are here to assist you in any way, preparing for your shop, during your shop and closing the shop.** If you have any questions, please give us a call at 800-362-8305.

*Jeff Kline*

Check out our website [www.gofunservices.com](http://www.gofunservices.com) for social media images, sales worksheet calculator, and checkout system videos



**Be on the lookout for your “Holiday Shop Start Information” email a few weeks before your shop**

## Holiday Gift Shop/Santa's Secret Shop Planning Calendar

	Monday	Tuesday	Wednesday	Thursday	Friday	Sat./Sun
<b>4 Weeks Out</b>	Review Success Manual. Call Fun Services with any questions	Confirm Dates/Location/Times	Count Promotional Materials	Begin Recruiting Volunteers		
<b>3 Weeks Out</b>	Morning Announcement	Put teacher sign up in teacher lounges	5-8 tables – Arrange with Facilities Manager	Schedule Volunteers – Check dates and times	Make sure you have your “Holiday Gift Shop Start” email	
<b>2 Weeks Out</b>	Morning “two week” announcement	Hang Posters, Advertise in newsletter and on social media	Check Teacher Schedule, Gather all your supplies	Copy Shop Details on back of Color Parent Letters, if doing so.	Let office staff know you are expecting a delivery	
<b>1 Week Out</b>	Send Home Color Parent Letter & Budget Envelopes	Confirm Volunteers	Countdown announcement, Reminder on social media and website	Reminder to teachers with schedule and student stickers	Set-up tables, Gift line, Decorate	

**See page 4 for more detailed information on each task.**

# Week-by-Week Planning Checklist

Below is a more detailed checklist to coincide with the previous calendar. Remember this is a guide to use but make changes that work best for your school!

## 4 weeks before your shop begins

- Review Success Manual and call Fun Services with any questions.
- Confirm dates, times and location
- Count all your promotional supplies provided by Fun Services – flyers, posters and envelopes
  - Notify Fun Services of shortages and allow 3-5 days for delivery.
- Begin recruiting volunteers – Sign-up Genius works great for this.

## 3 weeks before your shop begins

- Read “Get ready and starting saving and earning Morning Announcement” over PA System or Morning News show
- Put teacher sign up in lounges so teachers can sign up for a shopping time or set the schedule yourself based on their specials, lunch, etc.
- Contact facility staff to obtain 5-8 tables for shop set-up
- Work with volunteers to plan shop coverage and delegate responsibilities.
- Make sure you have your “Holiday Gift Shop Start” email

## 2 weeks before your shop begins

- Read “Two Week Announcement” over the PA system or morning news show.
- Hang posters provided by Fun Services. Put a reminder notice in the parent/school newsletter and on social media
- Check Teacher Schedule, if using it.
- Check to make sure you have all your supplies (p. 5)
- Print shop details (dates, time, location) on back of color Parent Letter provided by Fun Services, if doing so.
- Let office staff know you will be expecting a delivery and where the boxes should go

## 1 week before your shop begins

- Send home Color Parent Letters along with Gift List/Budget Envelopes
- Confirm Volunteers.
- Read Countdown Announcement over PA system or morning news show. Post reminder on social media and school website if able.
- Send out Day before Shopping Stickers to teachers along with copy of shopping schedule.
- Set up tables, gift line and decorate!

Open your Shop – You’ve done a terrific job!

# Supplies

## Fun Services Provides

- Success Manual
- All gifts on consignment
- All promotional materials – Posters, Parent letters, budget money envelopes
- Point of Sale System
- Self-Sealing To/From Gift Bags and Shopping Bags
- Tablecloths and Door Hanger
- Free Delivery and pick up of gift line, including all reorders

## You Provide

- 5-7 volunteers to run Holiday Gift Shop or Secret Santa's Shop
- 4-6 tables to display merchandise, 2 smaller tables for cash register and gift wrap
- Pens and calculators for volunteers
- \$50.00 change per day. (Your treasurer can help with this)
- Snacks and drinks for volunteers (Often these can be donated)

## Merchandise Delivery

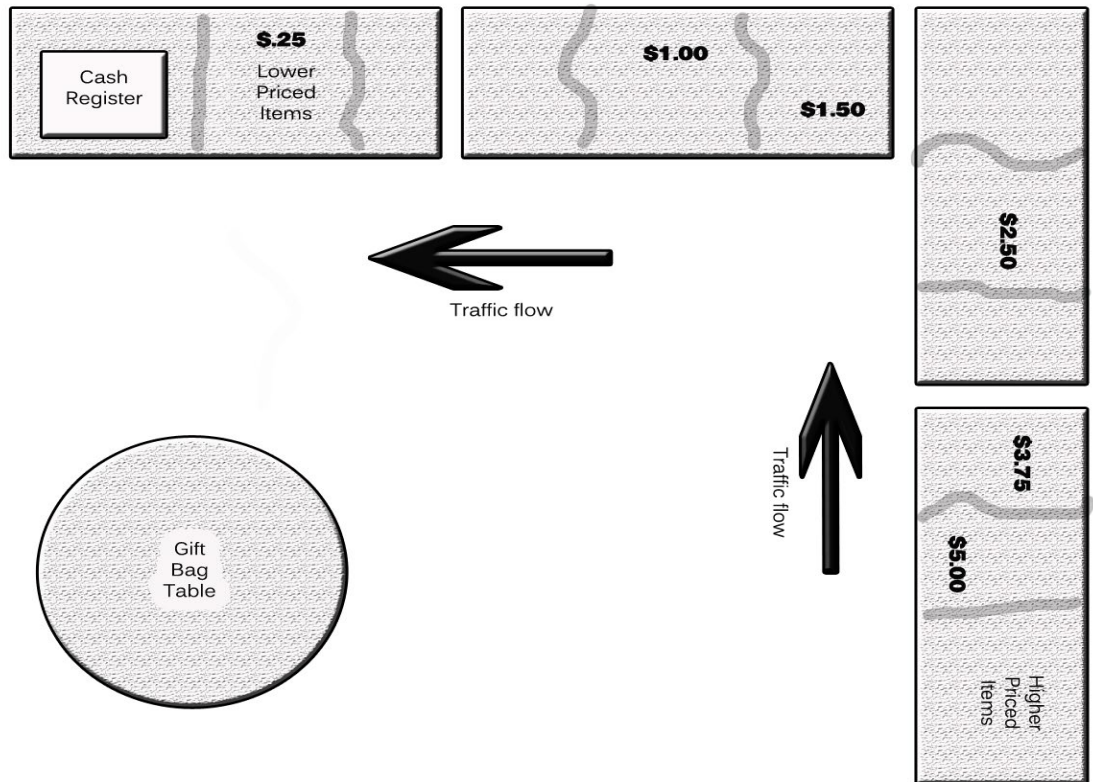
- Fun Services will arrange a day for your gift line to be delivered, typically a few days before your shop begins. You do not need to be there for delivery. Please let the office know where the boxes will go.
- Locate the white envelope labeled “Open First”. This is your Chairperson Packet and it contains your price list, reorder form, daily sales sheet and other important information. It will be delivered to the School Office when the gift items are delivered.**



## Setting up your Holiday Gift Shop or Santa's Secret Shop

- Arrange shopping tables so volunteers can stand on one side while the students shop on the other.
- Organize your boxes. Depending on your enrollment size you may receive multiple "A", "B", "C", boxes, etc. The boxes are packed by price with box "A" starting with the lowest priced items. The majority of our schools like to group items by price. Group all the same letter boxes together and get ready to set up your shop.
- Arrange merchandise on tables, grouping by similar price.
- Feel free to write directly on tablecloths. Drawing lines to form price categories works well. Write price on tablecloths or use the preprinted price labels in front of or beside the gift items.
- Display a few of each item and keep extra inventory below tables.
- Broken Items: If you have broken items, place them in a box marked "broken". This box will be picked up with the leftover merchandise.
- **Remember do not mark prices on any merchandise.** This includes using the preprinted price labels. Any marked items cannot be returned to Fun Services and you will be responsible for them.
- The gift wrap table should be stocked with self-sealing gift bags and shopping bags. Shoppers should not reach the gift wrap table until after they have purchased their gifts.

Setup Example:



## Running Your Shop

1. If possible, allow each class 30-45 minutes to shop.
2. Have each teacher accompany their class to the shop and assist in supervising the children.
3. Be sure to keep one of each of the gifts on display at all times. When the child chooses an item to purchase, the salesperson should hand the child the item from the stock area.
4. If you have sold all the inventory of an item, go ahead and sell the display piece to the student. Write the item number and description on your next reorder.
5. If an item is sold out, suggest an alternative for the shopper. There are many options available in the gift shop.
6. To reduce the instance of theft have a suitable adult to student ratio so that someone can always watch the tables and children. Check your display at the end of each class, but before the class leaves the shop. Make sure all the gifts are in their proper price categories and no samples are missing. Remember to sell from the inventory, not the display!
7. Money Handling: When finished shopping, the child goes to the cashier where he/she pays for everything. The cashier simply totals the purchase, collects the money and gives change. Don't forget to have enough change to start your day (\$50).

**NOTE:** If you accept checks from parents or customers, checks should be made out to **the school**, not Fun Services or Santa's Secret Shop®/Holiday Gift Shop®. We cannot accept these checks as part of your payment.

8. The Chairperson should arrange to:
  - a) Begin each day with a set amount of change (usually \$50).
  - b) Remove excess money from the cash box at regular intervals throughout the day.
  - c) Collect all money at the end of the day and secure funds.
  - d) Total amount of money/vouchers/Fun Bucks received for the day and record on Daily Sales Worksheet (p. 12). Reserve \$50 for tomorrow's shop.
  - e) Check stock at the end of the day and determine if a reorder should be placed.
  - f) Secure merchandise by locking the room or moving products to a secure area.

## Reorder Requests

- Reorder requests are designed to help make your shop a success!
- If an item sells out, it is best to encourage the shopper to select a different item with comparable value. We cannot guarantee 100% restocks but will ensure you receive comparable items in quality and price. We also receive new items throughout December so you may receive new products ensuring every student has a great shopping experience!
- We suggest placing reorders requests when you run out of multiple items either within a price category or when there is no suitable alternative in a given price range. For example, if you sell out of 3 of the 6 items at \$2.00 or if you sell out of all the “Dad” items in the \$2.00 - \$3.50 range, it is important to place a reorder request for those products. If you get close to running out of any of the three sizes of gift bags or shopping bags, place reorders for those as well.
- Many of our items are assorted. When placing a reorder request for an assorted item, please do not request “only pink” or “just the cat”. If there is a preference, please share it with us, but understand we cannot guarantee one type from an assorted group.
- We ask that you run your shop for **one full day** before placing a reorder request. **We will accept ONE reorder request per day.**
- To fill out the Reorder Request Form, follow the enclosed sample. You will receive a Reorder Request Form specific to your items in your chairperson packet on the day of delivery. Reorder Requests can be placed by fax **1-866-846-9602**. You can also e-mail a picture of your reorder to [info@gofunservices.com](mailto:info@gofunservices.com). Please make sure the image **is clear and includes all four corners** of the reorder sheet. **One page per image.**
- We accept reorders requests **no later than 4:00 p.m.**
- Reorder requests that meet our 4 p.m. deadline are delivered that night or the following day before your shopping begins.

## Closing the Shop

- A Fun Services representative will email and arrange your pick-up time with you a few days before your shop ends.
- When repacking boxes, please be sure all merchandise is in its original packaging. Condense leftover merchandise into as few boxes as possible. **Pack gift items neatly and place the heaviest items at the bottom of the box.** Fun Services reserves the right to charge a restocking fee for boxes that are returned to us in such a manner that we cannot easily restock the items inside.
- Pack up leftover gift bags, shopping bags, money envelopes and your Success Manual into the return boxes.
- Please be sure any damaged items are packed into one box labeled “Broken” on the outside.
- **Put the boxes in a convenient place in your school and notify the office. You do not need to be there for pickup. Remember to put your daily sales sheet and payment check in the red case with your checkout system.**





## Calculating your Bill

The chairperson should prepare the bill utilizing the following steps. A copy of your Daily Sales Worksheet and this Success Manual must be returned at merchandise pick up. .

Please refer to the sample form on the following page as you follow these steps.

1. Tally daily totals for Cash/Checks, Vouchers and Fun Bucks; if your school received those for the sign up bonus. Make sure you subtract your initial “bank” from your total deposit each day.
2. Total your daily sales and enter it into (Box A). Be sure to subtract your total Fun Bucks before writing in your total amount.
3. Calculate your profit by multiplying (Box A) times your school’s mark-up percentage as shown on the Daily Sales Worksheet.
4. Write your school’s profit (mark-up) amount into (Box B).
5. Subtract (Box B) from (Box A) to calculate the Sub Total.
6. Write your Sub Total amount in (Box C).

**IF APPLICABLE, continue with steps 7, 8, & 9. Otherwise, skip to step 10.**

7. *If you received a customer discount; calculate your customer discount amount and write it in (BOX D).*
8. Enter the amount from Vouchers above into the second (Box V) in the formula section.
9. Subtract Customer Discount amount (Box D) and Vouchers amount (Box “V”) to get final Amount Due.
10. Make a copy of your “Daily Sales Worksheet” page. Submit original with your returned merchandise.

**Remember to keep track of your daily sales on your worksheet. Rely on those sales to figure out your invoice.**

**Put your payment check and daily sales worksheet into the envelope provided and place in the red case with your checkout system to be picked up by Fun Services.**

# Daily Sales Worksheet Sample



20A Winash Way  
 Youngsville, NC 27596  
 919-556-4030  
[www.funservicesnc.com](http://www.funservicesnc.com)  
[info@funservicesnc.com](mailto:info@funservicesnc.com)

## DAILY SALES WORKSHEET

ORDER# 20190071 Customer: SAMPLE SCHOOL  
1234 SCHOOL HOUSE RD  
EDUCATION, NC 12345  
(919) 556-4030

Chairperson: GIFT SHOP CHAIR

	Cash/Checks	+	Vouchers	+	Fun Bucks	=	Totals
Sales Day 1	<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	=	<input type="text"/>
Sales Day 2	<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	=	<input type="text"/>
Sales Day 3	<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	=	<input type="text"/>
Sales Day 4	<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	=	<input type="text"/>
Sales Day 5	<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	=	<input type="text"/>
			<input type="text"/>		<input type="text"/>	=	<input type="text"/>
			Total Vouchers		Total Fun Bucks	=	

Total Sales Amount: =  (BOX A)

Minus (-) School's Markup Percentage: 10%  (BOX B)  
 (Box A x Markup %)

**Sub Total:**  (BOX C)  
 (Box A - Box B)

Minus customer discount: 3%  (BOX D)  
 (Box C x discount %)

Minus Total Voucher \$ collected from above:  (BOX V)

**Amount Due:**  (Box E)  
 (Box C - Box D - Box V)

Please include a check for the Amount Due along with a copy of this worksheet with your unsold merchandise. Please make the check payable to: FUN SERVICES

## **Announcements Guides**

### **Three Weeks from start date:**

Good morning students! The holidays are just around the corner and we have a fun and exciting program coming to our school! We are going to set up a holiday store right here in the school, so you can buy presents for your family and friends.

Start saving and earning money now so you can secretly shop for your Mom, Dad, Grandma, Grandpa, brother, sister and all your loved ones. Ask your family what you can do to earn a little bit of money to shop!

Be watching for posters around the school and budget envelopes and parent letters to go home in a few weeks. Start thinking about your holiday shopping now!!

### **Two weeks from start date:**

Good morning students! Do you remember us telling you about the Holiday Gift Shop coming? It will be opening in just two weeks! You still have time to earn money to purchase gifts!

### **One week from start date:**

The countdown is on! Just one week now until our Holiday Gift Shop is open! This week letters and budget envelopes are going home. Make sure your family gets these. Be thinking of who's on your shopping list!

### **During the shop:**

Good Morning Students! Don't forget your (Holiday Gift Shop or Santa's Secret Shop) is open! Ask your teacher when you are scheduled to shop. Be sure to bring your budget envelope when you come!

# Teacher signup sheet

## Holiday Gift Shop Teacher Sign Up Schedule

Teachers - Sign Up for a 30 minute time slot  
A letter will be sent home to parents explaining  
the shop about two weeks before. Thank You!

Time	Monday / /	Tuesday / /	Wednesday / /	Thursday / /	Friday / /	Other / /

Feel free to contact me with any questions: \_\_\_\_\_ Chairperson \_\_\_\_\_ Phone/e-mail \_\_\_\_\_



[www.GoFunServices.com](http://www.GoFunServices.com)

**800-362-8305**

# **SATISFACTION GUARANTEED**

**Our customers always come first and satisfaction is guaranteed!**

**If an item is damaged or defective in any way, please remove the item and return it to us as “broken.” If an item is damaged AFTER the shop has ended, please have the parent or guardian call us and we will immediately send a replacement to the school or directly to their home.**

**NO CHARGE. NO QUESTIONS ASKED!**

