QSP
Forest Hill Public School Toronto

When: Late September/early October, annually.

Event runs two full weeks, with the first two days being double points days for prizes.

The date for the launch is usually set in May or June the school year before with Jill Maslanka, the QSP fundraising consultant and SAC and in consultation with the Principal and Vice-Principal.

Where: Throughout the school

Who: The School Advisory Council (SAC) runs the campaign annually to raise funds for school projects. A minimum of four volunteers should be available to be responsible for different parts of the process. These volunteers can be parents or teachers. There are daily jobs and it is very difficult for one person to be in the school performing these tasks on a daily basis.

Partner: QSP Canada Inc.

Jill Maslanka

www.qsp.ca

phone: (416) 646 - 2441

email: Jill.Maslanka@qsp.ca

How:

1. May or June the prior year:

   - Decide on date for the campaign, be sure to co-ordinate with the Book Fair dates
   - Meet with Jill, SAC and school office to co-ordinate:

     i. Kick off assembly dates and times (Note: Pre-school classes are not included)

     ii. Type of campaign – determine with administration and support from Jill

        1. What to include in the sale (eg Magazines and Bloom catalogue)
        2. Initial giveaways
        3. Prize schedule

     iii. Date of campaign supply shipment to the school or home of the QSP committee head (will include brochures, wrist bands and a starter kit of initial prizes, eg, Snifty Pencils or giveaways, eg, Garfield keychains)

2. Two to three weeks prior to the campaign:

   - Create personalized parent instruction letter, include "All cheques to be made out to FHPS Parent Council" instruction
   - Prepare QSP student envelopes, will include personalized parent instruction letter and the awards chart to send home with each student (In 2016, performed by Katherine Lafranier and her ECO Club as Bloom sales directly benefitted the club). If applicable, QSP will randomly attach a "Golden Ticket" to the sales materials for a valuable prize (eg, passes to SkyZone). Ensure the prize does not require sale of a magazine as it did in 2016.
   - Pack series of wristbands per class, keeping track of the wrist band numbers going to each classroom. Pre-school wristband number ranges to be kept by the class teacher.
   - Prepare the staff discount letter and provide each staff with the Faculty Appreciation catalogue AND the regular catalogue (since not all publishers offer

a discounted rate).   Include Jill's business card and initial give-away (eg Garfield keychain) if applicable.

- Determine class privileges rewards for JK/SK only and confirm them with the principle

3. Few days prior to the Campaign:

- Fill in, and put up all posters.

- Make a display using any prize items that were supplied and use copies of old magazines you might have on hand.

- Use the school lawn sign if appropriate

- Using your QSP online group id and password that were provided, personalize your page at www.qsp.ca, set up a direct link on your school website, send emails to school admin through Sue Shilliday and check your sales during the campaign. (A specific date range can be entered for reports).

- Prepare your own wristband excel spreadsheet (or another appropriate tracking tool) for class for the daily draws to ensure one wristband draw per class (note the draw date next to the wristband number). Note: In 2016, Katherine Lafranier kept track as part of agreement with her ECO Club. Prizes to be distributed weekly for efficient use of time.

4. The day of Assembly:

- Distribute wristbands first thing

- Put the Staff discount package (letter and brochures) in the mailboxes

- Be ready at school early and distribute boxes of QSP envelopes after the assembly.

- Ensure Donna Shewman in the office knows Jill is coming and to perform the auditorium set-up.

- Ensure each student goes home with the package and wristbands,

- Sue Shilliday in office to email parents and make an announcement for students to remind them the double points deadline.

5. During the campaign
   - Everyday
     i. Check the website and run the reports.
     ii. Make note of daily top seller for prize tally (Note: Paper orders are not eligible)
     iii. Make the draw and appropriate announcement
     iv. Collect any paper orders from the office. Record and file them in the Room Leaders Sale Record Envelop.
     v. Update the classrooms' and school sales thermometers.
     vi. Prize points are calculated as follows:
        1. One point for one on magazine subscriptions
        2. One point for two Bloom items
   - Weekly
     i. Make note of top weekly seller for prize tally (Note: Paper orders are not eligible)
     ii. Distribute prizes

6. Close Out
   - Gather and process all paper orders
     i. Yellow slip to be filed with SAC
        1. Calculate the number of points earned (be sure to calculate double points as applicable) and order prizes as required
     ii. White slips to Jill in pre-paid courier envelope (two provided) – must send five days after campaign ends
        1. Divide orders by class
        2. Tally number of slips and total dollar amount on slips and enter on to form provided by Jill
   - Keep sample prizes (usually in display case outside of office) for distribution as required

- All other QPS items which are unused should be boxed up. Call Jill to arrange pickup from school

7. Notes / Lessons Learned from 2016
   - May not want to do a kick-off assembly; review in spring
   - If there is an assembly, Jill should concentrate on the following as the campaign goals from SAC
     i. Fundraising for a specific purpose (provided by SAC) which will support and improve literacy in the classroom
     ii. Learning to communicate with adults, via email and speaking, in a mature manner during the sales process
     iii. Money spent on prizes to go to a local charity? (Review in spring)