



**NORTH CAROLINA**



**FUN SERVICES OF NORTH CAROLINA**

**"Home of the Original Santa's Secret Shop and  
Holiday Gift Shop Programs"**

# **SUCCESS MANUAL**

**This manual is for use with Fun Services' Santa's Secret Shop or  
Holiday Gift Shop program only.**

**Please handle with care as we redistribute our manuals annually.**

**20-A Winash Way  
Youngsville, NC 27596  
919-556-4030**



Get ready for a fun, 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. This exciting program enables students to purchase gifts for their family and friends by themselves, so they remain a secret until the holidays.

The program is exciting for the children because they are making their own purchases and comforting to their parents who know the purchases are being made with proper assistance from parent group members and volunteers. The atmosphere is warm, familiar, and non-commercial so there are no selling pressures. At the same time, it is so true-to-life that it is a thrilling and educational experience for any child.

This Success Manual is designed to assist you - whether you are a first-time chairperson or a seasoned veteran - in all aspects of the Santa's Secret Shop®/Holiday Gift Shop® program. Included in this manual are STEP-BY-STEP checklists, example handouts, a calendar and more. 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, stress-free 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 919-556-4030.

Emily & Doug Blanchard

**Don't Forget...**

**You never need to count inventory.**

**Just keep track of your daily monies collected.**

**See page 12.**

**Never hesitate to contact us for any reason!!!**

**919-556-4030**

**[www.funservicesnc.com](http://www.funservicesnc.com)**

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# 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 Send "Volunteers Needed" Flyer Home	Send out "Teacher Info Letter"		5-8 tables – Arrange with Facilities Manager	Schedule Volunteers – Check dates and times	
<b>2 Weeks Out</b>	Morning "two week" announcement	Hang Posters	Check Teacher Schedule	Copy Shop Details on back of Color Parent Letters	Let office staff know you are expecting a delivery	
<b>1 Week Out</b>	Send home Color Parent Letter & Budget Envelopes	Confirm Volunteers		Set-up tables, Gift line, Decorate	Reminder to teachers with Student stickers	

**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
- Send Teacher Information letter, (p. 16) letting teachers know when they are scheduled to shop or where they can locate Sign-up Schedule (p. 17)
- Work with volunteers to plan shop coverage and delegate responsibilities.
- Contact facility staff to obtain 5-8 tables for shop set-up

### **2 weeks before your shop begins**

- Check Teacher Schedule, ensuring each teacher has signed up for a slot on the schedule
- Hang posters provided by Fun Services.
- Read “Two Week Announcement” over the PA system or morning news show.
- Print shop details (dates, time, location) on back of color Parent Letter provided by Fun Services
- Check to make sure you have all your supplies (p. 5)
- Put a reminder notice in the parent/school newsletter.
- 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 Letter with details printed on back along with Gift List/Budget Envelopes
- Confirm Volunteers.
- Read Countdown Announcement over PA system or morning news show
- Set up tables, gift line and decorate!
- Send out Day before Shopping Stickers to teachers along with copy of shopping schedule.

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 (cash register or tablet)
- 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

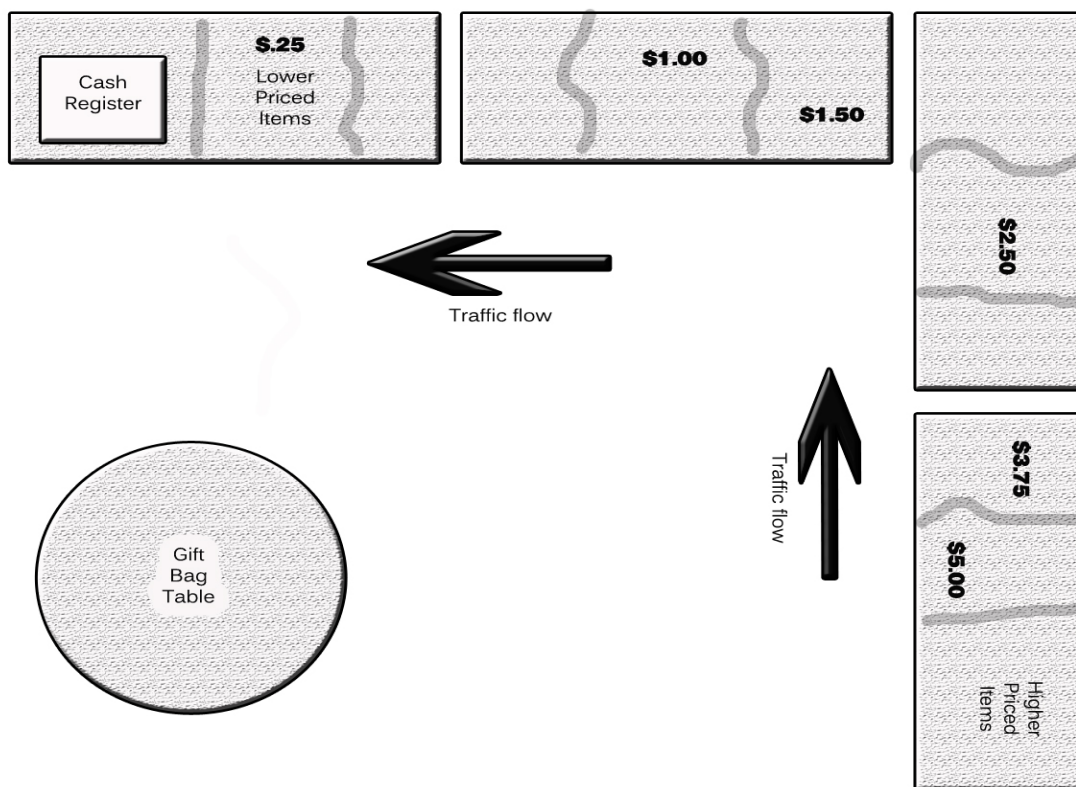
- Working with Fun Services we will arrange a day for your gift line to be delivered, typically 3-5 days before your shop begins.
- Locate the envelope labeled “Open First”. This is your Chairperson Packet and it will contain your essential documents to get your shop set up correctly.**
- Organize your 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 highest 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!



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

- ❑ Secure room to hold your shop: gym, unused classroom, library, stage, etc.
- ❑ Arrange shopping tables so volunteers can stand on one side while the students shop on the other.
- ❑ 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 Ideas:



Think about having holiday music playing during your shop!

Ask the Art Teacher to help with student made décor.

Create a festive atmosphere and have fun!

## 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 an 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 four 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**, so please prepare your information after all classes have finished shopping.
- 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@funservicesnc.com](mailto:info@funservicesnc.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 3:00 p.m.** We will not accept any reorders for next day delivery after 4 p.m.
- Reorder requests that meet our 4 p.m. deadline are delivered the following day, either by a Fun Services driver, courier or UPS/FED-EX. We cannot guarantee that they will be there before your shop opens, but we will do our best to have them to you by mid-morning.

Sample Reorder Request Form.  
 You will receive one in your chairperson packet upon merchandise delivery.

**RE-ORDER FORM**

School: Sample Elementary School  
 Contact: Sir Fun Bear  
 Contact Phone: \_\_\_\_\_

Please complete and fax back to:  
**1-866-846-9602**  
 Orders are due back before 4PM to ensure next morning delivery.

Time your shop starts in morning: \_\_\_\_\_  
 % of students that have shopped:  
 \_\_\_\_\_ 30% \_\_\_\_\_ 50% \_\_\_\_\_ 70%

Is it okay to text a confirmation? Y / N

Item No.	Description	Check to Reorder	Sold Out?	Office Use	Item No.	Description	Check to Reorder	Sold Out?	Office Use
4100	Long Paw Animal Hat				4219	Superman Coin Dish			
4108	Gumball Bank				4220	Twirly Wind Sock			
4109	Jeweled Bangle Bracelet				4229	Shells in a Bottle			
4112	8-in-1 Tool Set				4252	Teacher Mug			
4113	Boot Manicure Set				4205	Grandma Necklace			
4123	Money Guitar				4231	Animal Baby Rattle			
4301	Heart Pendant/Earring Set				4233	Basketball Game			
4117	Couture Scarves				4234	Best Mom Ever Mirror			
4118	Crazy Owl Night Light				4236	Dad Flashlight			
4132	Desktop Dart Game				4238	Desk Calendar			
4138	Lighted Christmas Tree				424	Party Bags			
4141	Liquid Timer								
4143	Panther's Football								
4147	Silver Rhinestone Pin								
4152	Angel Bell								
4157	Desk Beverage Holder								
4158	Dolphin Pair Figurine								
4160	Eagle Pen								
4146	Brother Pen								
4399	Teacher Pen								
4403	Chocolate Eraser & Pencil Sharpener Set								
4404	Dino Egg w/Erasers								
4412	Peppermint Scented Candy Cane Pen								
4413	Police Car								
4416	Sea Life Plush Buddies								
4417	Squirt Sea Life								
4424	Disappearing Ink Pen Tube								
4425	Dolphin Eraser Slime								
4427	Paddle Ball								
4432	Heart Gel Ring								
4433	Star Puzzle Eraser								
4434	Light up Spin Top								
4435	Assorted Poppers								
4436	Stretch Turtle								
4440	Dad Pin								

**BE SURE TO FAX BACK ALL PAGES!**

Do you need cash register tape:

Office Use Only  
 Packed By: \_\_\_\_\_ # of Boxes: \_\_\_\_\_

School: Sample Elementary School

## Closing the Shop

- Unless arranged otherwise, pick-up will be made by a Fun Services driver on the final day of your shop. Pick-up times will vary depending on the driver's route.
- 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. If you are not available at the time of pick up, he/she will need to have access to the boxes you are returning.

**Remember, there is a \$25 fee for unreturned Success Manuals!**

## 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. **Invoices are due within five (5) days of the end of the shop.**

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 that was applicable to your 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. If your school accepted Vouchers, enter the amount from (Box V) 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.

**\*\*DO NOT use the cash register/scanner system totals to figure the bill. We do not want you or your volunteers to worry about processing returns or voids correctly. Please rely on counting your sales daily!\*\***

*Please remit payment in the form of an organization check along with the Daily Sales Worksheet to avoid losing any discounts or promotions.*



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**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



## Vouchers vs. Fun Bucks



### Vouchers

Vouchers are purchased by parents, grandparents or family friends using our online platform and a credit/debit card. Vouchers should be treated like cash and collected from the student at the time of use. Each school will receive chairperson login instructions to track and verify vouchers purchased by their families.

Since Vouchers have been purchased online, Fun Services has already collected that money. Therefore, you will be instructed to subtract your total Voucher amount from your invoice before submitting payment.

### Fun Bucks

Fun Bucks are a sign-up incentive and therefore not every school will receive them. If your school chose to receive Fun Bucks, then please continue to read this section.

Fun Bucks are to be used as your school decides. Some schools offer them to students that might not be able to afford to shop in the store, while other schools provide them as “thank-you’s” to volunteers or staff. The Fun Bucks should NOT be treated as cash, and change should NOT be given. Please collect the Fun Bucks as they are used and enter the total amount each day in the Daily Sales Worksheet as mentioned in the instructions on page 11. Fun Bucks are equivalent to FREE merchandise. If your school received 50 Fun Bucks, then that allows you to give away up to \$50 in gift items. Since no money was exchanged during the transactions, please subtract the total Fun Bucks collected during your calculation for your Total Sales Amount; (Box A).

If your school received our tablet based point of sale system, you have the ability to track Fun Bucks by using the “\$1 Fun Buck” button on the tablet during the transaction. Fun Bucks tender will then show on the daily reports feature if you choose to run them. **\*\*PLEASE NOTE\*\* Fun Services recommends that you count your total cash, checks, vouchers and Fun Bucks each day. This is the safest way to ensure proper accounting.**

**If you have any questions, please give us a call; 919-556-4030.**

## **Announcements**

### **Four Weeks form 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!

## Holiday Greetings Teachers!!

Dear Teachers,

Our Holiday Gift Shop program is just around the corner. This program is a fun way for students to shop for their family and friends in the safety and convenience of their school. It is a terrific opportunity to teach concepts such as earning, saving, budgeting, spending and giving.

About a week before the shop opens, we'll be sending parent letters home. We will also be sending budget envelopes home. Please be on the look out for these and the shopping schedule for your class.

Thank you for your support!

\_\_\_\_\_  
Holiday Gift Shop Chairperson

\_\_\_\_\_  
Phone

\_\_\_\_\_  
E-mail



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Thank you for your support!

\_\_\_\_\_  
Holiday Gift Shop Chairperson

\_\_\_\_\_  
Phone

\_\_\_\_\_  
E-mail

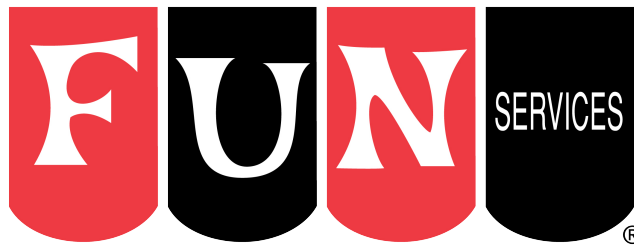








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# **SATISFACTION GUARANTEED**

**Our customer always comes 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.” You will receive full credit for the piece. 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!**

