



Why The Elf Shelf®?

- All products are fully tested for heavy metals and phthalates and meet the new safety standards for children's gifts.
- You may choose your own profit percentage.
- No counting of final inventory – easy to run.
- Supported by the excellent customer service you always receive from your local Elf Shelf® Distributor.

How it Works

- Kids are able to shop for family and friends and pick “secret” gifts.
- **The Elf Shelf®** helps teach money counting skills and how to think of others.
- **The Elf Shelf®** is a fun event for your school.
- You may choose to make a profit or provide a wonderful service project.
- **The Elf Shelf®** is a great annual event that everyone will look forward to and is sure to please the entire family!

Choosing Your Dates

- Shops typically run 4-5 days.
- Shops running less than 3 days are not usually worth your time and effort.
- **Shop Dates**
- **Nov. 10 – Nov. 14**
- **Nov. 17 – Nov. 21**
- **Dec. 1 – Dec. 5**
- **Dec. 8 – Dec. 12**
- **Dec. 15 – Dec. 19**

Shipment 1

- At the end of September or beginning of October, you will receive:
 - **“Watch For”** Flyers
To be sent home by mid October
 - **“Has Arrived”** Flyers
To be sent home the Friday before your event
 - **Gift Guide Envelopes**
To be sent home with the “Has Arrived” Flyers
 - **Posters**
To be hung up around the school a couple weeks before your event

Check to be certain you have enough flyers ahead of time.

Shipment 2

- About 1-2 weeks before the sale you will receive...
 - **Table Cloths**
 - **Laser-Design Self-Sealing Gift Bags**
 - **Advertising Banners***
 - **Shopping Bags**
 - **Pricing Tents**
 - **Products for Selling**
- Plus...
- Early signing bonus for those who qualified.*

***Arrives approx. 2 weeks before shop start date**

Shipment 2

- Set aside any damaged items. List items on “Damaged Merchandise” list and fax to your distributor.



Table Cloths and Price Tents



Shopping Bags and Gift Bags



Merchandise with Inventory Sheet

DAMAGED MERCHANDISE

SCHOOL: _____
ATTN: _____
ADDR: _____
CITY, STATE & ZIP: _____

All merchandise leaves our warehouse in new condition.
However, from time to time some of the items are damaged
in transit. If you receive damaged merchandise, please list
those items below and fax the list to us

FAX NUMBER: _____

PIECES	ITEM #	DESCRIPTION	OFFICE USE

PIECES	ITEM #	DESCRIPTION	OFFICE USE

NOTE After you have completed this form and FAXED it in please discard broken items.
It is not necessary to return them to us.

Advertising Your Shop

- 2-4 Weeks Prior – Send home the “Watch For” flyers, hang up posters, announce shop in school newsletter and/or website.
- The week before your event – Send home “Has Arrived” flyers with the gift guide envelope stapled to it. You may print your class schedule on the back of the “Has Arrived” flyers.

Watch for...



Busque las tiendas...

Coming Soon
to our school...
THE ELF SHELF®
Holiday Shoppe.

It will be at our school
from _____
to _____



Has Arrived...



Ya llegó...

GIFT GUIDE ENVELOPES

PLEASE PRINT IN THE SPACES PROVIDED WITH YOUR GIFT GUIDE. YOU WILL RECEIVE A SET OF CARDS TO THE CLASS. *THE "GIFT GUIDE" WILL BE RETURNED TO YOU WITH A CHECK FOR THE AMOUNT YOU WANT TO GIVE TO THE CLASS. PLEASE PRINT YOUR NAME AND CLASS AT THE BOTTOM OF EACH CHECK.

GIFTS NAME		
RECIPIENT'S ADDRESS		
A GIFT FOR...		
DESIGNATED AMOUNT	ACTUALLY GIVEN	REMARKS
NAME		
ADDRESS		
CITY		
STATE		
ZIP		
SCHOOL PARENTS		
NAME		
ADDRESS		
CITY		
STATE		
ZIP		
AMOUNT OF CHANGE ENCLOSURE		
AMOUNT OF CHANGE ENCLOSURE		

1. Please make sure you have enough space to write your name and address on the back of each check.

Advertising Your Shop



- **One week before** your shop, have the Custodian place the “Watch For” banner out in front of your school.
- **First Day** – Ask the Custodian to place the “Has Arrived” banner out in front of your school and a door panel on the room where your shop is being held.
- Have regular announcements over the PA system about the shop.

Planning and Preparing

- Schedule the classes with a date and time to come and shop.
- Parent Volunteers!!! (5-7 volunteers at all times to help things run smoothly)
- Put your sign-up sheet in the teacher's lounge.
- Determine your profit mark-up and enter the prices on the Cashier Price Key Sheet, etc.
- Do NOT make up your own pricing or it will be necessary for you to inventory your products.



THE ELF SHELF® Profit Determination Form

PRICE CODES	GROUP WHOLESALE COST - 0% profit	SERVICE PRICE FOR 5% PROFIT	SUGGESTED PRICES FOR 10% PROFIT
PC #16	\$ 0.25	\$ 0.30	\$0.30
PC #01	\$ 0.50	\$ 0.55	\$0.55
PC #02	\$ 1.00	\$ 1.05	\$1.10
PC #03	\$ 1.50	\$ 1.60	\$1.65
PC #04	\$ 2.00	\$ 2.10	\$2.25
PC #05	\$ 2.50	\$ 2.65	\$2.75
PC #06	\$ 3.00	\$ 3.25	\$3.35
PC #07	\$ 4.00	\$ 4.25	\$4.50
PC #08	\$ 5.00	\$ 5.25	\$5.50
PC #09	\$ 6.00	\$ 6.50	\$6.75
PC #10	\$ 7.00	\$ 7.50	\$7.75
PC #11	\$ 8.00	\$ 8.50	\$9.00
PC #12	\$ 9.00	\$ 9.50	\$10.00
PC #13	\$ 10.00	\$ 10.50	\$11.00
PC #14	\$ 15.00	\$ 15.75	\$16.50

(Prices above may have been rounded up or down to nearest nickel)

Charging prices higher than the 10% profit margin is not recommended

Cost of merchandise to be paid is based on the Group Wholesale Cost.

CLASSROOM SCHEDULER

Date

FROM	TO	ROOM

Date

FROM	TO	ROOM

Date

FROM	TO	ROOM

Date

FROM	TO	ROOM

Date

FROM	TO	ROOM

Date

FROM	TO	ROOM

FILL IN THE DATES AND TIMES FOR SHOPPING.
POST IN STAFF ROOM AND ALLOW THEM TO SELECT THEIR PREFERRED TIME.

Planning and Preparing

- Fill in prices on your Cashier Price Key Sheet, your price tents and/or pricing poster.
- If using our pre-programmed cash register that we loaned your school, please check to be certain pricing is correct and cash register is operating properly.
- We have a limited number of registers available to loan. They must be returned in the same condition they were received.
- Set up your tables
(about 4-6 eight foot tables)

Setting up

- Set up your tables with price codes #16, #1, #2, and #3 closest to the cash register (to monitor 5-finger discounts).



Setting Up

- Place tables in a U-shape or an L-shape to make shopping and monitoring easy. Place all items on tables to prevent empty look.



Setting up

- Display product according to price levels.
- Place price tents in corresponding sections.
- Separate the price sections by using decorative tape provided in supply kit.
- Have a separate 8ft table (**gift wrapping area, 1-2 volunteers**) for helping children wrap their gift items in laser-design, self-sealing gift bags after purchases have been made.



Setting up

- You will need to have the following items on hand...

- ❖ Stapler

- ❖ Markers

- ❖ Pens

- ❖ Pencils

- ❖ Marker

- ❖ Tape

- ❖ Change

- ❖ Cash Box or Register

Currency: \$20 in quarters, \$5 in dimes, \$2 in nickels, \$23 in 1's and the rest in 5's and 10's for a total of \$100.

Day of the Sale

- Have volunteers arrive 45 minutes before starting the sale.
- Give cashier the “Cashier Form” and sample Gift Guide Envelopes.
- Fill out the “Cashier Daily Totals” form at the end of each day.

Cashier Worksheet

FOR THE CASHIER

DATE: _____

At the start of each day turn the register key to [X] position and press the [TOTAL KEY] and enter that amount on line 2 below. At the end of the day repeat this process and enter that total on line 1 below.

1	X TOTAL [ST] AT THE END OF THE DAY	\$ 3,250.75
2	X TOTAL [ST] AT THE BEGINNING OF THE DAY	\$(1,825.95)
3	SUBTRACT LINE 2 FROM LINE 1 = SALES FOR THE DAY	\$ 1,424.80

MONEY IN THE CASH REGISTER

A	TOTAL AMOUNT OF ALL CHECKS	\$ 630.00
B	TOTAL AMOUNT OF ALL COINS	\$ 13.80
C	\$50.00 dollar bills -- _____ x \$50.00 =	
D	\$20.00 dollar bills -- 12 x \$20.00 =	\$ 240.00
E	\$10.00 dollar bills -- 32 x \$10.00 =	\$ 320.00
F	\$ 5.00 dollar bills -- 44 x \$ 5.00 =	\$ 220.00
G	\$ 1.00 dollar bills -- 76 x \$ 1.00 =	\$ 76.00
H	Kids' Bucks -- 25 x \$ 1.00 =	\$ 25.00
4	TOTAL OF THE ABOVE (Add amounts in A thru h above)	\$ 1,524.80
5	ENTER AMOUNT OF CASH YOU BEGAN WITH	\$ (100.00)
6	MONEY FROM TODAY'S SALES (Subtract Line 5 from Line 4)	\$ 1,424.80
7	CASH REGISTER (SHORT) or LONG (Subtract Line 6 from Line 3)	\$ 0.00

FOR THE CASHIER

DATE: _____

At the start of each day turn the register key to [X] position and press the [TOTAL KEY] and enter that amount on line 2 below. At the end of the day repeat this process and enter that total on line 1 below.

1	X TOTAL [ST] AT THE END OF THE DAY	
2	X TOTAL [ST] AT THE BEGINNING OF THE DAY	
3	SUBTRACT LINE 2 FROM LINE 1 = SALES FOR THE DAY	

MONEY IN THE CASH REGISTER

A	TOTAL AMOUNT OF ALL CHECKS	
B	TOTAL AMOUNT OF ALL COINS	
C	\$50.00 dollar bills -- _____ x \$50.00 =	
D	\$20.00 dollar bills -- _____ x \$20.00 =	
E	\$10.00 dollar bills -- _____ x \$10.00 =	
F	\$ 5.00 dollar bills -- _____ x \$ 5.00 =	
G	\$ 1.00 dollar bills -- _____ x \$ 1.00 =	
H	Kids Bucks -- _____ x \$ 1.00 =	
4	TOTAL OF THE ABOVE CASH (Add amounts in A thru I above)	
5	ENTER AMOUNT OF CASH YOU BEGAN WITH	
6	MONEY FROM TODAY'S SALES (Subtract Line 5 from Line 4)	
7	CASH REGISTER (SHORT) or LONG (Subtract Line 6 from Line 3)	

FOR THE CASHIER

DATE: _____

At the start of each day turn the register key to [X] position and press the [TOTAL KEY] and enter that amount on line 2 below. At the end of the day repeat this process and enter that total on line 1 below.

1	X TOTAL [ST] AT THE END OF THE DAY	
2	X TOTAL [ST] AT THE BEGINNING OF THE DAY	
3	SUBTRACT LINE 2 FROM LINE 1 = SALES FOR THE DAY	

MONEY IN THE CASH REGISTER

A	TOTAL AMOUNT OF ALL CHECKS	
B	TOTAL AMOUNT OF ALL COINS	
C	\$50.00 dollar bills -- _____ x \$50.00 =	
D	\$20.00 dollar bills -- _____ x \$20.00 =	
E	\$10.00 dollar bills -- _____ x \$10.00 =	
F	\$ 5.00 dollar bills -- _____ x \$ 5.00 =	
G	\$ 1.00 dollar bills -- _____ x \$ 1.00 =	
H	Kids Bucks -- _____ x \$ 1.00 =	
4	TOTAL OF THE ABOVE CASH (Add amounts in A thru H above)	
5	ENTER AMOUNT OF CASH YOU BEGAN WITH	
6	MONEY FROM TODAY'S SALES (Subtract Line 5 from Line 4)	
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FOR THE CASHIER

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3	SUBTRACT LINE 2 FROM LINE 1 = SALES FOR THE DAY	

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C	\$50.00 dollar bills -- _____ x \$50.00 =	
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E	\$10.00 dollar bills -- _____ x \$10.00 =	
F	\$ 5.00 dollar bills -- _____ x \$ 5.00 =	
G	\$ 1.00 dollar bills -- _____ x \$ 1.00 =	
H	Kids Bucks -- _____ x \$ 1.00 =	
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5	ENTER AMOUNT OF CASH YOU BEGAN WITH	
6	MONEY FROM TODAY'S SALES (Subtract Line 5 from Line 4)	
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FOR THE CASHIER

DATE: _____

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2	X TOTAL [ST] AT THE BEGINNING OF THE DAY	
3	SUBTRACT LINE 2 FROM LINE 1 = SALES FOR THE DAY	

MONEY IN THE CASH REGISTER

A	TOTAL AMOUNT OF ALL CHECKS	
B	TOTAL AMOUNT OF ALL COINS	
C	\$50.00 dollar bills -- _____ x \$50.00 =	
D	\$20.00 dollar bills -- _____ x \$20.00 =	
E	\$10.00 dollar bills -- _____ x \$10.00 =	
F	\$ 5.00 dollar bills -- _____ x \$ 5.00 =	
G	\$ 1.00 dollar bills -- _____ x \$ 1.00 =	
H	Kids Bucks -- _____ x \$ 1.00 =	
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DATE: _____

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1	X TOTAL [ST] AT THE END OF THE DAY	
2	X TOTAL [ST] AT THE BEGINNING OF THE DAY	
3	SUBTRACT LINE 2 FROM LINE 1 = SALES FOR THE DAY	

MONEY IN THE CASH REGISTER

A	TOTAL AMOUNT OF ALL CHECKS	
B	TOTAL AMOUNT OF ALL COINS	
C	\$50.00 dollar bills -- _____ x \$50.00 =	
D	\$20.00 dollar bills -- _____ x \$20.00 =	
E	\$10.00 dollar bills -- _____ x \$10.00 =	
F	\$ 5.00 dollar bills -- _____ x \$ 5.00 =	
G	\$ 1.00 dollar bills -- _____ x \$ 1.00 =	
H	Kids Bucks -- _____ x \$ 1.00 =	
4	TOTAL OF THE ABOVE CASH (Add amounts in A thru I above)	
5	ENTER AMOUNT OF CASH YOU BEGAN WITH	
6	MONEY FROM TODAY'S SALES (Subtract Line 5 from Line 4)	
7	CASH REGISTER (SHORT) or LONG (Subtract Line 6 from Line 3)	

Re-ordering Product

Only re-order if more product is REALLY needed! Many times, kids will pick what's there and be happy, regardless. It's not necessary to always have everything in stock.

1. Fill out the re-order form – included in your packet
2. Fax that form BEFORE 12:00 p.m. directly to The Elf Shelf®
Shipping # at:
3. Re-orders are sent “Next Day Delivery” and will arrive sometime the next business day. They typically arrive whenever the UPS deliveries arrive at your school.
4. Only re-order items you REALLY NEED.

WISH LIST REORDER FORM

TO RECEIVED YOUR ORDER THE NEXT DAY IT MUST BE FAXED INTO

OUR OFFICE BY 1:00 P.M. YOUR LOCAL TIME

SCHOOL NAME
CHAIRPERSON NAME:
CHAIRPERSON PHONE:
ADDRESS:
CITY STATE & ZIP:

OFFICE	CODE	DESCRIPTION
Price Code #1		
Price Code #2		
Price Code #3		
Price Code #4		
Price Code #5		

OFFICE	CODE	DESCRIPTION
Price Code #6		
Price Code #7		
Price Code #8		
Price Code #9		
Price Code #10		

OFFICE	CODE	DESCRIPTION
Price Code #11		
Price Code #12		
Price Code #13		
Price Code #14 & #15		
Supplies		

WISH LIST REORDER FORM

TO RECEIVED YOUR ORDER THE NEXT DAY IT MUST BE FAXED INTO

OUR OFFICE BY 1:00 P.M. YOUR LOCAL TIME

SCHOOL NAME

CHAIRPERSON NAME:

CHAIRPERSON PHONE:

ADDRESS:

CITY STATE & ZIP:

OFFICE	CODE	DESCRIPTION
Price Code #1		
Price Code #2		
Price Code #3		
Price Code #4		
Price Code #5		

OFFICE	CODE	DESCRIPTION
Price Code #6		
Price Code #7		
Price Code #8		
Price Code #9		
Price Code #10		

OFFICE	CODE	DESCRIPTION
Price Code #11		
Price Code #12		
Price Code #13		
Price Code #14 & #15		
Supplies		

AT THE END OF THE SALE

- Pack up and Clean up!
- Pack up the leftover merchandise into as few boxes as possible.
- Fill out the

NO INVENTORY BILLING SHEET.

Easy NO INVENTORY Billing Form

The Elf Shelf®

SCHOOL NAME
CHAIRPERSON NAME:
CHAIRPERSON PHONE:
ADDRESS:
CITY STATE & ZIP:

NO INVENTORY BILLING SHEET

TOTAL SALES FOR DAY 1

TOTAL SALES FOR DAY 2

TOTAL SALES FOR DAY 3

TOTAL SALES FOR DAY 4

TOTAL SALES FOR DAY 5

*** ATTACH DAILY DEPOSIT WORK SHEETS**

TOTAL FOR ALL SALES

LESS KIDS BUCKS

SUB TOTAL

LESS PROFIT MARGIN , IF ANY

AMOUNT OF GROUP CHECK

**** You are no longer required to count any merchandise IN or OUT provided you complete the daily deposit work sheets and attached them to this form and pay you bill within 24 hours of completion of your sale.***

If Daily Deposit slips are not used or this billing form and payment are not ready within 24 hours of completion of your sale all returned product must be counted by your group.

Return counts will be verified by our warehouse staff.

AT THE END OF THE SALE - 2

- Write a check for the total amount due on the NO INVENTORY BILLING SHEET.
- Make check to: The Elf Shelf®.
- Place all your packed boxes, paperwork, check and cash register (if applicable) in the front office on your product pick up date.
- **Please put your check, Inventory Billing Sheet & Reseller Permit in an envelope to give to the driver**
- **DO NOT PUT THE CHECK IN A BOX!**

Staying Organized

- Fill out your “The Elf Shelf® At A Glance” in your folder.
- Keep track, as you complete certain tasks.
- Prepare your flyers to go home in early October, so that you are not slammed at the last minute.
- Make copies of necessary paperwork.
 - Price Sheet – 10 copies (post it everywhere)
 - “No-Inventory Billing Sheet” – make 1 copy after it is filled out to keep for your records. Send the other with your check.

The Elf Shelf® Steps at a Glance

Shopping Dates _____ to _____

Reserved Space at school for: _____

Confirmed by _____ Date: _____

Reserve Samples for Open House:

Confirmed with: _____ Date: _____

Place Notices in Newsletter: Dates Done: _____

Send Home “Watch For” Flyers: Date Done: _____

Placed Posters around school: Date Done: _____

Ask Custodian to put up Banners: Date Done: _____

Sent Home “Has Arrived” Flyers & Envelopes: Date Done: _____

Merchandise to be delivered by: _____

Cash Register to be delivered by: _____

Obtain \$100.00 in change from Treasurer: _____

Schedule Volunteers: _____

Post Classroom Schedule in Teacher’s Lounge _____



*Thank You and
Happy Holidays
from the Team at
The Elf Shelf®*