



Educational Products, Inc.

FREE Tools to Promote Your School Supply Sale

Successful schools tell us they use at least 7 different methods to communicate with parents. Here are the free tools provided by EPI. Contact your EPI representative to request these tools today.



Flyers / Order Forms

Customized flyers / order forms for you to print on our full-color shells. Send one home at the start of your sale, and a week or two later. Digital version also available.



Sample Pack

Display a pack in the front office and at all your events parents attend. Be sure to have the flyers / order forms next to it so parents know how to buy.



Posters & Yard Signs

Get attention of parents in the carpool line and around campus with these signs. The poster has room for you to easily write your sale info.



Presale Flyers

Download and update these digital flyers with your sale information. Use before your sale officially begins to let parents know it is coming.



Custom Digital Images

Email, websites, social media and other digital communication are a must for a successful program. Use these custom images multiple times in various places throughout your sale.



Overview Video

Link to this video on social media or other digital communications. It provides a basic overview of how the program works. Have fun and create your own video too!



Emails Sent by EPI

For all your parents that purchased online from EPI last year, we can send them emails to remind them about your sale. These emails include your school name and deadlines.

Bilingual materials available upon request.

Other Ideas to Promote Your Sale

- Ask teachers to send an email or message to parents.
- Use school-wide electronic flyer distribution system.
- Post messages in all newsletters and parent communication throughout your sale.
- Post sale info and link on school website home page.
- Plan to purchase additional packs and giveaway certificates at events.
- Ask school secretary to mention in the voicemail message.
- Send an automated voice or text message to parents.