



Natalie's  
**Elf Shelf**  
**Holiday Store**

*"Serving Schools Since 1989"*



**The**  
**Elf Shelf**  
*Handbook*



**Have Questions?**

Call/Text Natalie: 580-399-4177

# Why the Elf Shelf®?

- Products are lab-tested and meet all U. S. safety standards for children's gifts.
- Choose a mark-up or run it as a service project with lowest prices for your kids.
- No counting of final inventory – easy to run with daily reorders.
- It's a fun event that teaches money counting skills & how to think of others.
- Natalie Larman will be your Sales Representative. Please do not hesitate to contact her anytime! E-Mail: [natalie@elfshelfholidaystore.com](mailto:natalie@elfshelfholidaystore.com)/ Phone: 580-399-4177

## Choosing Your Dates

- Shops usually run 5 days. You choose when. Here are possibilities. Nov 9<sup>th</sup>-Nov 13<sup>th</sup>  
Nov. 16 – Nov. 20 Nov.30 – Dec. 4 Dec. 7 – Dec.11 Dec. 14 – Dec. 18 or whatever works for you!



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## Shipment 1

About October 1<sup>st</sup>, you'll receive fliers, posters, envelopes, manual; etc..

## Shipment 2

About 10 days before sale, you'll receive products, tablecloths, gift bags, banners; etc...

# ADVERTISING YOUR SHOPPE



- 3-4 Weeks Prior to Shoppe – Send home the “Watch For” fliers, hang up posters, announce shop in your school newsletter and/or website.
- The week before your event – Send home “Has Arrived” fliers with the gift guide envelopes stapled to them. Some schools print the class schedule on the back.
- Post on Social Media with our pictures that we provided. You can download them on our website: [www.natalieselfshelfholidaystore.com](http://www.natalieselfshelfholidaystore.com)

## GIFT GUIDE ENVELOPES

These envelopes are for the school to use to send home gift guide envelopes to parents. They are to be used for the school's "Elf Shelf" Holiday Store. They are to be used for the school's "Elf Shelf" Holiday Store. They are to be used for the school's "Elf Shelf" Holiday Store.

CHECK NAME		
TEACHER'S NAME		
A GIFT FOR...	INDICATED AMOUNT	ACTUAL AMOUNT
SON		
DAD		
BROTHERS & SISTERS	AGE	
GRAND PARENTS		
AMOUNT INCLUDED		
AMOUNT OF CHANGE INCLUDED		
Please indicate the type of gift you are giving.		

**Watch for...**

**Busque las tiendas...**

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

It will be at our school from \_\_\_\_\_ to \_\_\_\_\_

**The Elf Shelf** Gift Shop is at our school!

- One week before your shoppe, hang the “SOON” banner in front of your school.
- First Day – Hang the “NOW” banner in front of your school & the door panel on the room where your shop will be held.
- Have regular announcements over the PA system about the shop.



# The Elf Shelf® Steps at a Glance

Shopping Dates \_\_\_\_\_ to \_\_\_\_\_

Reserve Space at school for: \_\_\_\_\_ Confirmed: \_\_\_\_\_

Place Notices in Newsletter: Date Done: \_\_\_\_\_

Send Home "Watch For" Flyers: Date Done: \_\_\_\_\_

Place Posters around school: Date Done: \_\_\_\_\_

Display the banners: Dates Done: \_\_\_\_\_

Send Home "Has Arrived" Flyers & Envelopes: Date Done: \_\_\_\_\_

Obtain \$100.00 in change from Treasurer: \_\_\_\_\_

Schedule Volunteers: \_\_\_\_\_

Post Classroom Schedule in Teachers' Lounge: \_\_\_\_\_

Put Classroom Schedule in Teachers' Mailboxes: \_\_\_\_\_

Advertise the classroom shopping dates: \_\_\_\_\_





# Planning and Preparing



**YOUR PRICE SHEET 0%-30%/ELF  
BUCKS ARE LOCATED IN YOUR CASH  
REGISTER BOX.**

- Decide on times for the shoppe to be open, usually 25 minutes per classroom.
- Please make sure and watch both setup and cash register video that was emailed and texted to you before the store starts.
- Put your sign up sheet in the teachers' lounge allowing them to choose the best times for their classes. A sample is on the next page.
- 3-6 Parent Volunteers are needed at all times to help things run smoothly.
- Make certain your cash register is set to the correct prices. Please don't wait until the first student is lined up to learn how to use it. If you need help, just contact us.
- Fill in your prices on price labels & posters.
- Set up about 6 eight-foot tables.
- Every shoppe is set up differently. Some examples follow, but whatever floor plan works for you is great!
- **Remember these prices are for your own kids, so keep them as low as possible.**

<b>PRICES FOR YOUR CHILDREN</b>			
<b>PRICE CODES</b>	<b>SERVICE PROJECT NO PROFIT</b>	<b>STUDENT COST IF 5% PROFIT</b>	<b>STUDENT COST IF 10% PROFIT</b>
PC #16	\$ 0.25	\$ 0.30	\$ 0.30
PC #1	\$ 0.50	\$ 0.55	\$ 0.55
PC #2	\$ 1.00	\$ 1.05	\$ 1.10
PC #3	\$ 1.50	\$ 1.60	\$ 1.65
PC #4	\$ 2.00	\$ 2.10	\$ 2.25
PC #5	\$ 3.00	\$ 3.25	\$ 3.35
PC #6	\$ 4.00	\$ 4.25	\$ 4.50
PC #7	\$ 5.00	\$ 5.25	\$ 5.50
PC #8	\$ 6.00	\$ 6.50	\$ 6.75
PC #9	\$ 7.00	\$ 7.50	\$ 7.75
PC #10	\$ 8.00	\$ 8.50	\$ 9.00
PC #11	\$ 9.00	\$ 9.50	\$ 10.00
PC #12	\$ 10.00	\$ 10.50	\$ 11.00
PC #13	\$ 12.50	\$ 13.25	\$ 13.50

(Prices above may have been rounded up or down)

Your school price sheet is located in your register box!

School cost to be paid is Service Project Cost.

**Have Questions?**

Call/Text Natalie: 580-399-4177



# 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 TIMES.

**Have Questions?**  
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# SETTING UP

- Place tables with lowest price codes by cashier (to help stop 5-finger discounts).
- Have cash register by the exit, to allow for easy student flow.
- 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.
- Display product according to price levels, with price labels in corresponding sections, separated by the color tape in the supply kit.
- Have a wrap table after the cash register. Volunteers can help younger children wrap their gifts, after purchases have been made.
- You'll need: stapler, markers, pens, tape, cash box or register, & start-up change (suggested is \$20 in quarters, \$5 in dimes, \$2 in nickels, \$23 in 1's, & the rest in 5's & 10's).
- Have volunteers arrive 15 minutes before starting the sale.



- Give cashier the “Daily Cashier Report” to fill out at the beginning of the sale and at the end of EACH day of the sale.
- Daily Cashier Report and Billing Form follow this page.

## REORDERING PRODUCT

Only reorder if product is REALLY needed! It’s not necessary to have everything in stock. There are many options in price groups. *At the end of your shoppe, you should have about 25% of your total inventory to return.*

### Fill out the Reorder Form

**4 way to submit the re-order form before 12:00 pm CST:**

1. Website: [www.natalieselfshelfholidaystore.com](http://www.natalieselfshelfholidaystore.com) --- Click the tab reorder.
2. E-Mail: [natalie@elfshelfholidaystore.com](mailto:natalie@elfshelfholidaystore.com)
3. Fax: 405-638-3384
4. Text: 580-399-4177

Reorders are sent “Next Day Delivery” and will arrive sometime the next business day, whenever the UPS/FedEx deliveries arrive at your school. UPS/FedEx does not always deliver in the morning. A UPS/FedEx tracking number will be emailed to the email address on your reservation form for each shipment.

**Have Questions?**

**Call/Text Natalie: 580-399-4177**







## Daily Cashier Report

SCHOOL \_\_\_\_\_ CITY/STATE \_\_\_\_\_

Day 1 \_\_\_\_\_ (DATE) Cashier \_\_\_\_\_ (Name or Initials)

- AFTER you have practiced on the register and are ready to begin your shoppe, Run an "X" Total **BEFORE** you begin. Turn key to "X" and press "CA/Amt Tend"
- Write the "X" Total on LINE 2. Example: On the Register tape look for this area:

NET TOTAL No	789
	\$1,234.56 →

The "X" total is \$1,234.56

- Turn key back to REG. Run your sale!
- Line 1 \$ \_\_\_\_\_ Line 2 \$ \_\_\_\_\_ **==** \$ \_\_\_\_\_ (TOTAL SALES)  
(X at END of day) (minus) (X at BEG of day) (equals)
- Run an "X" Total **AT THE END** of the day and write it on LINE 1.
- Subtract Line 2 from Line 1 which gives you the TOTAL of TODAY'S sales.
- The TOTAL should match the amount of money in the cash drawer LESS the amount of your start-up change.
- **KEEP ALL** of the "X" Total register tapes to turn in at the end of your sale.

Day 2 \_\_\_\_\_ Cashier \_\_\_\_\_

Line 1 \$ \_\_\_\_\_ Line 2 \$ \_\_\_\_\_ **==** \$ \_\_\_\_\_ (TOTAL SALES)  
(X at END of day) (Line 1 from Yesterday)

- Write the amount of **YESTERDAY'S** Line 1 on today's LINE 2.
- Turn key back to REG. Run your sale!
- Run an "X" Total **AT THE END** of the day and write it on LINE 1.
- Do the math!

Day 3 \_\_\_\_\_ Cashier \_\_\_\_\_

Line 1 \$ \_\_\_\_\_ Line 2 \$ \_\_\_\_\_ **==** \$ \_\_\_\_\_ (TOTAL SALES)  
(X at END of day) (Line 1 from Yesterday)

Day 4 \_\_\_\_\_ Cashier \_\_\_\_\_

Line 1 \$ \_\_\_\_\_ Line 2 \$ \_\_\_\_\_ **==** \$ \_\_\_\_\_ (TOTAL SALES)  
(X at END of day) (Line 1 from Yesterday)

Day 5 \_\_\_\_\_ Cashier \_\_\_\_\_

Line 1 \$ \_\_\_\_\_ Line 2 \$ \_\_\_\_\_ **==** \$ \_\_\_\_\_ (TOTAL SALES)  
(X at END of day) (Line 1 from Yesterday)

- If you run your sale longer than 5 days, please attach additional days.

- When sale is over, use this information to complete the "No Inventory Billing Form."

**Please turn in this sheet, "X" Total Tapes, No Inventory Billing Form, and Payment at the conclusion of your sale.**

Thank you so much! We appreciate your business!



# WISH LIST REORDER FORM

TO RECEIVE YOUR ORDER TOMORROW,

PLEASE SUBMIT ON OUR WEBSITE, EMAIL OR FAX BY  
12:00 pm CST TODAY TO:

Website: [www.natalieselfshelfholidaystore.com](http://www.natalieselfshelfholidaystore.com)

E-Mail: [natalie@elfshelfholidaystore.com](mailto:natalie@elfshelfholidaystore.com)

Fax: 405-638-3384

SCHOOL NAME:

CHAIRPERSON NAME:

CHAIRPERSON PHONE:

ADDRESS:

CITY STATE & ZIP:

QTY	CODE	DESCRIPTION
<b>Price Code #16</b>		
<b>Price Code #1</b>		
<b>Price Code #2</b>		
<b>Price Code #3</b>		
<b>Price Code #4</b>		

QTY	CODE	DESCRIPTION
<b>Price Code #5</b>		
<b>Price Code #6</b>		
<b>Price Code #7</b>		
<b>Price Code #8</b>		
<b>Price Code #9</b>		

QTY	CODE	DESCRIPTION
<b>Price Code #10</b>		
<b>Price Code #11</b>		
<b>Price Code #12</b>		
<b>Price Codes #13 &amp; #14</b>		
<b>Supplies</b>		



# WISH LIST REORDER FORM

TO RECEIVE YOUR ORDER TOMORROW,  
PLEASE SUBMIT ON OUR WEBSITE, EMAIL OR FAX BY  
12:00 pm CST TODAY TO:

Website: [www.natalieselfshelfholidaystore.com](http://www.natalieselfshelfholidaystore.com)

E-Mail: [natalie@elfshelfholidaystore.com](mailto:natalie@elfshelfholidaystore.com)

Fax: 405-638-3384

SCHOOL NAME:

CHAIRPERSON NAME:

CHAIRPERSON PHONE:

ADDRESS:

CITY STATE & ZIP:

QTY	CODE	DESCRIPTION
<b>Price Code #16</b>		
<b>Price Code #1</b>		
<b>Price Code #2</b>		
<b>Price Code #3</b>		
<b>Price Code #4</b>		

QTY	CODE	DESCRIPTION
<b>Price Code #5</b>		
<b>Price Code #6</b>		
<b>Price Code #7</b>		
<b>Price Code #8</b>		
<b>Price Code #9</b>		

QTY	CODE	DESCRIPTION
<b>Price Code #10</b>		
<b>Price Code #11</b>		
<b>Price Code #12</b>		
<b>Price Codes #13 &amp; #14</b>		
<b>Supplies</b>		

# Easy NO INVENTORY Billing Form



**Send Payment to:**  
**The Elf Shelf Holiday Store**  
**PO BOX 639**  
**Choctaw, OK 73020**

**Make Checks Payable to:**  
**The Elf Shelf Holiday Store**

**Have Questions?**  
**Call/Text Natalie: 580-399-4177**

SCHOOL NAME
CHAIRPERSON NAME:
CHAIRPERSON PHONE:/ EMAIL
SCHOOL ADDRESS:
CITY STATE & ZIP;

**Place the "DAILY CASHIER REPORT" and  
 THE NO INVENTORY BILLING FORM, in the  
 Red Envelope Provided and send payment  
 to:**

**The Elf Shelf Holiday Store**  
**PO BOX 639**  
**Choctaw, OK 73020**

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	

## EXAMPLE

TOTAL FOR ALL SALES+ELF BUCKS	Total Sales + Elf Bucks: <b>\$3,000</b>
LESS ELF BUCKS, IF ANY	Less Elf Bucks: <b>-\$100</b>
SUBTOTAL	Subtotal: <b>\$2,900</b>
LESS PROFIT MARGIN, IF ANY	Less Profit Margin, If Any: <b>(10%) / -\$290</b>
AMOUNT OF GROUP CHECK	Total: <b>\$2,610.00</b>

**Please give your school secretary our email, in  
 case a child brings in a broken or incorrect item  
 after the store ends. We'll replace it immediately.**

**natalie@elfshelfholidaystore.com**



### DAMAGED MERCHANDISE

SCHOOL: \_\_\_\_\_  
ATTN: \_\_\_\_\_  
ADDR: \_\_\_\_\_  
CITY, STATE & ZIP: \_\_\_\_\_

**THANKS! YOU'RE AN AWESOME VOLUNTEER!**

**IF ANY DAMAGED ITEMS, LIST HERE, PUT THIS LIST WITH YOUR CHECK, & DISCARD DAMAGED ITEMS.**

PIECES	ITEM #	DESCRIPTION	OFFICE USE

PIECES	ITEM #	DESCRIPTION	OFFICE USE

**Have Questions?**  
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All merchandise leaves our warehouse in new condition. However, from time to time some items are damaged in transit. If you have damaged merchandise, please list the items below and send the list to us.





- Pack up the leftover merchandise into **as few boxes as possible.**
- If you were loaned a cash register, return it in the same box. Please use the tablecloths as additional packing around it.
- Fill out the NO INVENTORY BILLING SHEET.
- Write a check for total amount due on the NO INVENTORY BILLING SHEET. If you are confused on the amount you owe. Contact Natalie Larman and she will send you an invoice.
- Place the "DAILY CASHIER REPORT, the NO INVENTORY BILLING SHEET, "X" TOTAL TAPES, & your PAYMENT in the cash register box to be returned to the warehouse with your leftover products.

• **For UPS/FedEx labels, E-mail, Text or Fax this sheet to:**

**1.E-Mail: [natalie@elfshelfholidaystore.com](mailto:natalie@elfshelfholidaystore.com)**

**2.Text: 580-399-4177**

**3.Fax: 405-638-3384**

- Place all Boxes and register in the office for UPS/FedEx. We will send UPS/Fed-Ex to the school to pick up all the boxes ASAP or you can always take them to your local UPS/Fed-Ex store.

**School: \_\_\_\_\_ State: \_\_\_\_\_**

**WE NEED \_\_\_\_\_ LABELS (ONE PER BOX). EMAIL THE LABELS TO: \_\_\_\_\_(email address).**

**THANKS! YOU'RE A HERO FOR THE KIDS!**



Be on the lookout for an exclusive offer that will be e-mailed to you the first week of January 2021. This will be the biggest offer of the year!

**Don't Miss Out!**

**website: [www.natalieselfshelfholidaystore.com](http://www.natalieselfshelfholidaystore.com)**



Distributor: Natalie Larman  
 PO BOX 639 Choctaw, OK 73020  
**Phone: 580-399-4177 Fax: 405-638-3384**  
 E-Mail: [natalie@elfshelfholidaystore.com](mailto:natalie@elfshelfholidaystore.com)

**The Elf Shelf Holiday Store SIGN-UP TODAY!**  
[www.natalieselfshelfholidaystore.com](http://www.natalieselfshelfholidaystore.com)

Please fill this reservation form out to sign-up for **2021!**

**3 Ways to Send In your reservation form:**

1. E-Mail: [natalie@elfshelfholidaystore.com](mailto:natalie@elfshelfholidaystore.com)
2. Fax: 405-638-3384
3. Text: 580-399-4177 (Send a picture of the reservation form via text)

SCHOOL:		GROUP:
CHAIRPERSON:		CELLPHONE:
SCHOOL ADDRESS:		SCHOOL #:
CITY:	STATE:	ZIP CODE:
SHIPPING ADDRESS: (IF DIFFERENT)		CHAIRPERSON E-MAIL:
PRINCIPAL'S NAME & E-MAIL:		SHIPPING CITY & ZIP (IF DIFFERENT):
PRESIDENT'S NAME:		NUMBER OF CHILDREN IN YOUR SCHOOL:
DID YOU RUN A SHOP LAST YEAR? ( ) YES ( ) NO		PHONE NUMBER/E-MAIL:
HOW MUCH DID YOUR PURCHASE FROM THEM? \$ _____		IF YES, WITH WHOM? _____
START DATE OF SHOP: _____	<IMPORTANT!> SO WE SEND THE RIGHT AMOUNT OF PRODUCT! OUR SELLING PRICE TO GIVE BEST VALUE TO OUR CHILDREN: ( ) 0% SERVICE ( ) 5% MARKUP ( ) 10% MARKUP ( ) 15% MARKUP DATE SHOP ENDS: _____ ( ) 20% MARKUP ( ) OTHER _____	

## Early Sign-Up Bonuses will be announced Spring of 2021!

**GROUP'S REQUEST FOR PRODUCT AND TERMS:**

**OFFICE USE ONLY: \_\_\_\_\_ (KITS BEGINNING INVENTORY)**

- Our program is designed to run during school hours, so it gives all the kids the opportunity to shop in our safe, non-commercial atmosphere.**
1. All items will be billed at the wholesale price & we may return all unsold items for full credit, with FREE freight.
  2. We don't have to inventory when product arrives or when the sale ends, as long as we keep the product secure, use the company's EASY accounting system, do our best to prevent shoplifting and remit all money due within 24 hours of completion of our sale \_\_\_\_\_ INTL.
  3. We will run The Elf Shelf program like a "going out of business sale" for **3 or more days during school hours**. \_\_\_\_\_ INTL.
  4. We will receive **FREE** Flyers, Parent Letters, Gift Envelopes, Tablecloths, Posters, Banners, Elf Hats, & Gift Bags, Etc.
  5. There is no payment required upfront and we agree to pay for all product sold within 24 hours of completion of our elf shelf holiday store.
  6. We may not cancel this agreement after October 1, 2021 \_\_\_\_\_ INTL.
  7. If cancelled after October 1st and your store has already shipped your organization must pay for the shipping of the store per cancelling this agreement.

DATE:	DATE:
GROUP REPRESENTATIVE SIGNATURE:	ELF SHELF REPRESENTATIVE SIGNATURE:
<p>Visit us at: <a href="http://www.natalieselfshelfholidaystore.com">www.natalieselfshelfholidaystore.com</a></p>	