



# CHAIRPERSON MANUAL





First, let us say how excited we are to work with your school. It is our goal to have a successful holiday shop in which the children learn the “Joy of Giving”.

As a chairperson of this event, you will witness the warmth and bask in the light that comes only from the face of a smiling happy child. ENJOY!

We need you to be the leader of the store. Please make sure you go over this chairperson manual and watch all training videos!



Office: 580-399-4177 (Text/Call)  
Direct E-Mail: [natalie@elfshelfholidaystore.com](mailto:natalie@elfshelfholidaystore.com)  
Support E-Mail: [support@elfshelfholidaystore.com](mailto:support@elfshelfholidaystore.com)

# Checklist



Checklist	Date Done
Reserve Space at School for the Shop	
Schedule Volunteers (Use SignUp Genius)	
Post on Social Media (Images listed on website)	
Send Home "Watch For" Parent Letters	
Place Posters around the school	
Display the Banners	
Send Home "Has Arrived" Parent Letters & Gift Guide Envelopes	
Login to Online Cash Register and create 4 sales and make 4 returns of the same amount.	
Watch all informational Videos that have been texted/e-mailed out:	
Post Classroom Schedule in Teachers' Lounge	
Put Classroom Schedule in Teachers' Mailboxes	
Advertise the classroom shopping dates on Facebook	
Obtain \$200 in Petty Change	

# Advertise Your Store

## 3 Weeks Before the Shop

1. Send home the **"Watch For"** parent letters and hang display posters.
2. Start a Sign Up Genius Form and ask volunteers to help during the shop.  
<https://www.signupgenius.com/>
3. Post on Social Media: Download the social media Images on our website: [www.natalieselfshelfholidaystore.com](http://www.natalieselfshelfholidaystore.com). (Click on Social media tab) These images will help you recruit volunteers and let the parents know when the shop is.



"Watch For" Parent Letter



POSTERS



Social Media Images

## 1 Week Before the Shop

1. One week before your store, hang the **"Coming Soon"** banner in front of your school.



*\*Located in Promo Kit that was sent in October!*

## 1-2 days Before the Shop

1. Send home **"Has Arrived"** flyers (*Elf Wallet Form is printed on back*) and the gift guide envelopes. If your school opted out of elf wallet your letter will be blank on the back.
2. Hang the **"Is At Our School"** banner in front of your school & the door banner on the door where your shop will be held.
3. Have regular announcements over the PA system about the shop/post on social media.





# Planning & Preparing



- Decide on times for the store to be open, usually 20-25 minutes per classroom.
- Volunteers must watch all videos that have been texted/emailed out before setup of the store.
- Login to the online register and get familiar with it before the store starts.
- Place a sign-up sheet in teachers lounge allowing them to choose the best times for their classes to shop.
- A great resource to help with scheduling volunteers is [www.signupgenius.com](http://www.signupgenius.com) . Have times for setup/working store/closing, etc.
- 4-6 Parent Volunteers are needed to help things run smoothly.
- Make certain that the online register is set to the correct prices that your school chose.
- Set up 6-8 tables ( 6 for gift items, 1 check out, 1 for gift bags)
- Remember these prices are for your own kids, so keep prices as low as possible. If you need to change your prices before the store starts. Call office at 580-399-4177.
- Every shop is set up differently . Here are some examples



# Classroom Scheduler



Date	Time	Grade	Class

Date	Time	Grade	Class

Date	Time	Grade	Class

Date	Time	Grade	Class

Date	Time	Grade	Class

Date	Time	Grade	Class

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

# Online Cash Register:

1. Login at [www.elfshelfregister.com](http://www.elfshelfregister.com)—Login Information was emailed to you.
2. Double check your pricing is correct with the markup you chose.
3. Add Multiple Cashiers *(If needed)*
4. Practice before the store starts. Please use the following practice login information.

E-mail: [elfshelfpractice@outlook.com](mailto:elfshelfpractice@outlook.com)  
Password: elfshelf1

*\*This login information is ONLY for practice. Please use your*

## Online Register Features:

- Add Multiple Cashiers
- Elf Wallet—see next page for more information
- Works on any Device ( Laptop/Desktop/Tablet/Phone)
- Tracks Total Sales
- Fast Checkout/Returns
- Split Payment (update for 2025)
- Can now take Credit Cards at register. (update for 2025)
- Logged in up to 12 Hours ( *No having to re-type login information throughout the day*)
- Place Re-stocks through Online register
- Submit Closing Store Forms:
  - Billing Form, Request Fed-Ex Labels, Damaged Merchandise



**SUPER EASY!**

Online Cash  
Register  
Works on any  
Device!



PHONE



TABLET



DESKTOP/LAPTOP



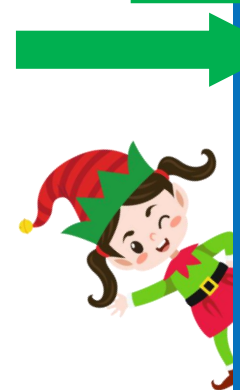
All Volunteers working the online cash register needs to watch the training video over it! It was sent via e-mail/text!

# PRICING

- Login to the online cash register and the prices will appear on your home screen.
- Quick Tip: Locate your price stickers in the supply kit “A” box. Write the prices on them. Example 0% Markup: PC 2-\$1.50, PC 3-\$2.00 PC 4 \$2.50 PC 5 \$3.25 PC 6 \$4.25,etc.
- Place the Price stickers on front of the tables to the corresponding gifts/price codes. Use the tape provided to separate price sections.

Pricing located  
on your  
home screen!

Phone View



Mobile app interface showing a grid of price stickers (P-1 to P-13) with their respective prices and a checkout button.

P-1 \$0.50	P-2 \$1.00
P-3 \$1.50	P-4 \$2.00
P-5 \$3.00	P-6 \$4.00
P-7 \$5.00	P-8 \$6.00
P-9 \$7.00	P-10 \$8.00
P-11 \$9.00	P-12 \$10.00
P-13 \$11.00	

Clear Checkout

Price Stickers Located in  
Supply Kit A box.



Desktop/Laptop/Tablet View

Desktop/Laptop/Tablet app interface showing a grid of price stickers (P-1 to P-13) with their respective prices.

P-1 \$0.50	P-2 \$1.00	P-3 \$1.50	P-4 \$2.00	P-5 \$3.00	P-6 \$4.00	P-7 \$5.00	P-8 \$6.00
P-9 \$7.00	P-10 \$8.00	P-11 \$9.00	P-12 \$10.00	P-13 \$11.00			

Fill out Price Posters and hang  
them throughout the shop.  
Price posters are located in  
your Supply Kit A Box.

## PC & COLOR CODE PRICING

PC 50 - \$ _____	PC 8 - \$ _____
PC 1 - \$ _____	PC 9 - \$ _____
PC 2 - \$ _____	PC 10 - \$ _____
PC 3 - \$ _____	PC 11 - \$ _____
PC 4 - \$ _____	PC 12 - \$ _____
PC 5 - \$ _____	PC 13 - \$ _____
PC 6 - \$ _____	PC 14 - \$ _____
PC 7 - \$ _____	PC 15 - \$ _____



# Setup

1. Watch the Setup video that was sent out via text/email before you start to setup your store.



2. Locate the brown Supply Kit A Box. This box has all of the tablecloths, price stickers, tape, banners, elf aprons/elf hats and giftbags.

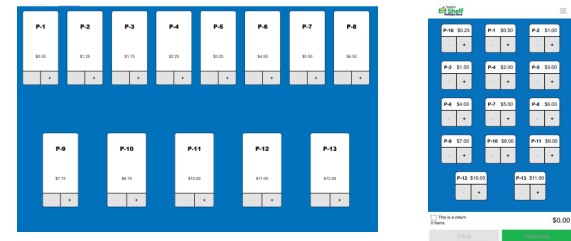


3. Merchandise boxes will all be white and labeled A,B,C,D,E,F,G,H,I etc. When setting the store up. We changed the order of the boxes for 2025. BOX A now starts with the most expensive items.



**Box A** items include PC 12-13, **Box B** PC 11-12, **Box C** PC 10-11, **BOX D** PC 8-9 , **BOX E** PC 6-7 , **BOX F** PC 6-7, **BOX G** PC 5-6, **BOX H** PC 4-5, **BOX I** PC 1-3

4. Login to online cash register and view your pricing off the cash register dashboard. Display product according to price. Please separate each section by the tape provided.



# Setup -Tips



- Place tables with lowest price codes by checkout table. This helps with 5 finger discounts .
- Small baskets are great to help display the smaller items (Check Dollar Tree)
- Have the online cash register/checkout area by the exit, to allow for easy student flow.
- Place tables in a U-shape or L- Shape to make shopping and monitoring easy. Place all items on tables to prevent empty look. All back stock goes under the tables.
- Have the gift wrap table after the online cash register/checkout area. Volunteers can help younger kids wrap their gifts, after purchases have been made.
- Have volunteers arrive 15 minutes early before their shift.



## Supplies Needed:

- Pens/Markers
- Stapler
- Tape
- Cash Box
- Phone/Tablet/Desktop/Laptop to run Online Register (works on all devices)
- \$200 Petty Change (Suggested: \$20 Quarters, \$45 in \$1's, and the rest in \$5's & \$10's.)



# \$ Elf Wallet FAQ's

## What Is Elf Wallet?

No more Cash lost in backpacks! At *Natalie's Elf Shelf Holiday Store*, kids shop without cash thanks to eWallet, a digital payment account for purchases at the holiday store. Family and friends contribute funds online. Then kids choose their own gift items. It's convenient, simple, and secure.

## How do parents/guardians upload funds to their child Elf Wallet Account?

It is super EASY and FAST! They will go to [www.elfshelfwallet.com](http://www.elfshelfwallet.com) and create an account to upload funds! If they have multiple children at the same school. They can still use the same account for each child. All they have to do is click "add child" on the parent portal dashboard.

## How do we let parents/guardians know about Elf Wallet?

The Elf Wallet form will be sent home with every child. It is printed on the back of the "Has Arrived" parent letter. The form has directions and information on how to upload funds for their child to shop.

## Do parents/guardians need to fill anything out?

Yes, we ask parents to fill out the gift guide envelope and send back with their child the day they are suppose to shop. Gift Envelope ask for their name, teacher name, form of payment, ID code and amount. If a parent does not send their child with the gift guide envelope. NO worries! Volunteers can look up students in the online cash register.

## Do parents/guardians get a receipt?

Yes! They will get a receipt emailed to them immediately after they upload funds!

## Does the Chairperson have Access to the Reports?

Yes, the chairperson can look up all transactions on our online cash register. Login information will be e-mailed to the chairperson 1 month prior to the store starting.

## Does the Online Register show redeemed Elf Wallets and remaining balances?

Yes, our new Elf Wallet system shows redeemed eWallets and remaining balances for every student.

## What happens if a child loses their gift envelope with their Elf Wallet information on it?:

No worries! On the cash register dashboard you can look the child up by their first/last name.



**THE EASY WAY** to make the most of your kid's favorite day!  
**Less Hassle... with Elf Wallet!**

No more Cash lost in backpacks! At Natalie's Elf Shelf Holiday Store, kids shop without cash thanks to eWallet, a digital payment account for purchases at the holiday store. Family and friends contribute funds online. Then kids choose their own gift items. It's convenient, simple, and secure.

**CREATE ACCOUNT** → **ADD FUNDS** → **SHOP**

**Follow these steps:**

1. Visit [www.elfshelfwallet.com](http://www.elfshelfwallet.com) or scan the QR code with your phone.
2. Create Elf Wallet Account.
3. Choose Add Child on Dashboard.
4. Fill out Child's Name, Grade, School, Teacher Name.
5. Add Funds.
6. Complete gift guide envelope that was sent home with this parent letter. Please return the gift envelope back with your child to shop in Natalie's Elf Shelf Holiday Store!

**Parents/Guardians:** transactions can be linked up by the chairperson if eWallet is lost or destroyed. Please make sure your child spends all of the funds uploaded for them on their Elf Wallet account. All sales are final and any unused funds will be donated to the school.

**LA MANERA FACIL de aprovechar al máximo el día favorito de su hijo!**  
**Sin complicaciones... con Elf Wallet!**

¡No más dinero perdido en mochilas! En Natalie's Elf Shelf Holiday Store, los niños compran sin efectivo gracias a eWallet, una cuenta de pago digital para compras en la tienda navideña. Familia y amigos contribuyen con fondos online. Luego, los niños eligen sus propios regalos. Es conveniente, simple y seguro.

**Creo una cuenta** → **Agregue Fondos** → **Tienda**

**Siga estos pasos:**

1. Visite [www.elfshelfwallet.com](http://www.elfshelfwallet.com) o escanee el código QR con su teléfono.
2. Cree una cuenta de Elf Wallet.
3. Elija "Añadir a hijo" en el panel de control.
4. Complete el Nombre del niño, Grado, Escuela, y Nombre del maestro.
5. Agregue fondos.
6. Complete el sobre de guía de regalos que se envió a casa con esta carta para padres. Por favor, devuelva el sobre de regalo con su hijo para que compere en la Tienda Navideña.

**Padres/Guardianes:** las transacciones pueden ser verificadas por el jefe de la tienda si eWallet es perdido o destruido. Por favor, asegúrese de que su hijo gaste todos los fondos cargados en su cuenta de Elf Wallet. (Todos los ventas son finales y cualquier fondo no gastado será donado a la escuela)

**GIFT GUIDE ENVELOPE**

See parent letter for more information and terms of payment.

**CHILD'S NAME:** \_\_\_\_\_

**TEACHER/GRADE:** \_\_\_\_\_

A GIFT FOR...	QUANTIFIED AMOUNT
MOM	\$
DAD	\$
BROTHERS & SISTERS	\$
GRANDPARENTS	\$
GRANDFATHER	\$
GRANDMOTHER	\$
TEACHER	\$
SELF	\$

Type of Payment Enclosed  
☐ Cash - ☐ Check - ☐ eWallet  
 Amount \$ \_\_\_\_\_  
 If eWallet, enter ID Code below: \_\_\_\_\_

Please return this envelope to the school group running the store.



**SEE NEXT PAGE**

# \$Elf Wallet FAQ's Continued...

## Do you give refunds on Elf Wallet?

No! We do not give refunds with our Elf Wallet Program. We ask that every child spend ALL of their money in the store that their parent/guardian uploaded for them. (This is communicated on the Elf Wallet website before parents upload money and stated on every parent letter.)

Any remaining balances on Elf Wallet accounts will be donated back to your school. However, we do train our volunteers that we **DO NOT** want to see more than \$0.25-\$0.75 left on any student eWallet accounts at the end of the store.

**\*\*WE DO HEAR FROM YOUR PARENTS. THEY UPLOADED THIS MONEY FOR THEIR CHILD TO SHOP AND IT NEEDS TO BE SPENT. PARENTS ALSO HAVE THEIR OWN PARENT PORTAL AND CAN SEE FUNDS AT ALL TIMES.**

The online cash register will show on the back end which kids have not redeemed all of their Elf Wallets for 2025. We ask that the volunteers make sure all of the students at their school have spent all of the funds that their parents/guardians uploaded for them before the store closes.

## Is the Elf Wallet free to the school?

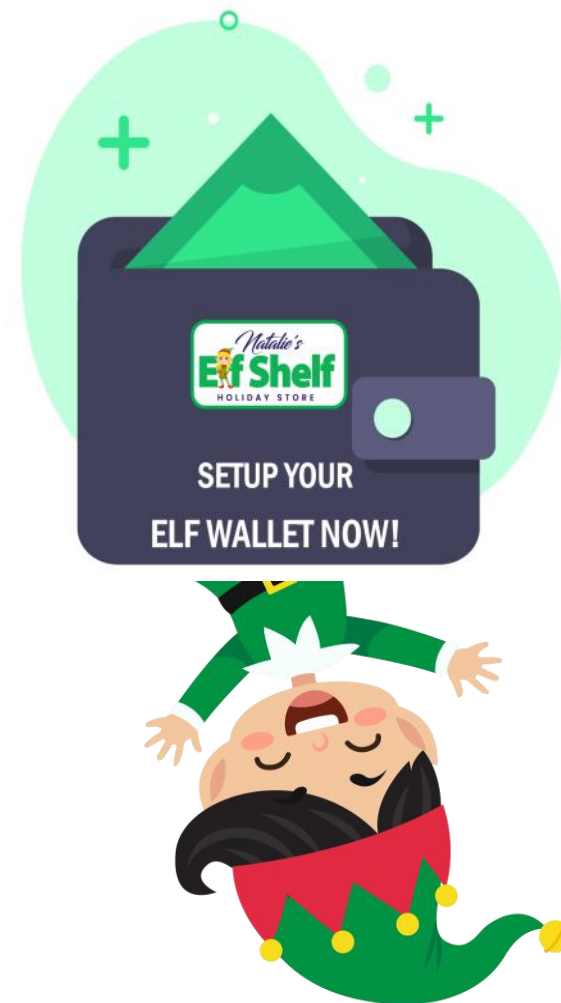
The Elf wallet program is free to the school but there is a small transaction fee to the parents/guardians. We charge a flat processing fee of \$1.50 for \$0-\$25 transactions and 6% processing fee for \$25 and up transactions.

## How do schools get their % back from Elf Wallet Sales?

We will credit your invoice or send your school a check back at the end of the store.

## What happens if a child is sick all week and does not get to shop?

Please have the parent e-mail [support@elfshelfholidaystore.com](mailto:support@elfshelfholidaystore.com) and list school name/child name/card holder name. We will refund the money back to their card.



Please direct parents to e-mail [support@elfshelfholidaystore.com](mailto:support@elfshelfholidaystore.com) with any questions they may have about their child Elf Wallets.

# Elf Bucks/Volunteer Credit

- Only schools that chose Elf Bucks or Volunteer as a bonus receive them. These do not automatically come with the store.
- THE ONLINE CASH REGISTER SYSTEM WILL TRACK ELF BUCKS & VOLUNTEER CREDIT AND SHOW YOU THE REMAINING BALANCE AT ALL TIMES.
- PLEASE LOGIN TO YOUR ONLINE CASH REGISTER SYSTEM TO VIEW THE TOTAL ELF BUCKS/VOLUNTEER CREDIT.
- IF YOU STILL WANT A HARDCOPY TO PASS OUT TO THE STUDENTS OR VOLUNTEERS.
- WE WILL E-MAIL YOU A PDF FILE FOR YOU TO PRINT. *(e-mail will be sent in mid october)*

WE HAVE GONE  
FULLY DIGITAL WITH OUR  
ELF BUCKS & VOLUNTEER CREDIT!



# Damaged Merchandise

- Please take 1 box and label it “Damaged Merchandise”. Throw all damaged merchandise in this box during your shop.
- **When the store is OVER.** Please record all damaged items on our damaged report form located on our online cash register system.
- After, you have submitted your damaged report form. Please trash all broken/damaged items.



**\*We take pride in the quality of our gift items. There should be very little damaged items!**



# BONUSES

## When do we Receive Bonuses?

### Bonuses that Ship with the Store

(Must have chose as early sign up bonus)

1. Elf Bucks/Volunteer Credit (Pre-loaded in your online register system)
2. Shopping Baskets
3. North Pole Inflatable Airplane
4. Supply Kit Bonus
5. Cash Drawer



### Bonuses that ship soon as we Receive Payment

(Must have chose as early sign up bonus)

1. Portable PA System
2. Bag on Wheels
3. Teacher Gifts
4. \$75 Amazon Gift Card (e-mailed)
5. \$75 Starbucks Gift Card (e-mailed)

**Please note per Contract:**

The organization or school must have a minimum of \$2,500 billable invoice to receive any early sign up bonuses for 2025.

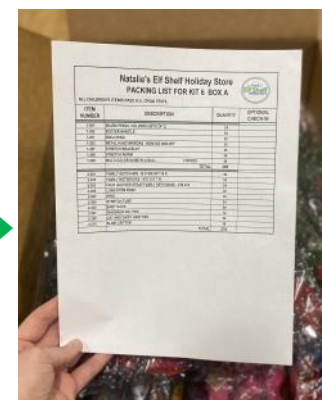
If payment is not received by January 31, 2026 all bonuses/rewards/discount will be forfeited.

# Re-Orders

- Re-Orders must be submitted by **12:00pm CST**
- **Fill out the Re-Order Form: (Do NOT call in Re-Orders)**

**-Online Cash Register— Click Re-Order Tab**

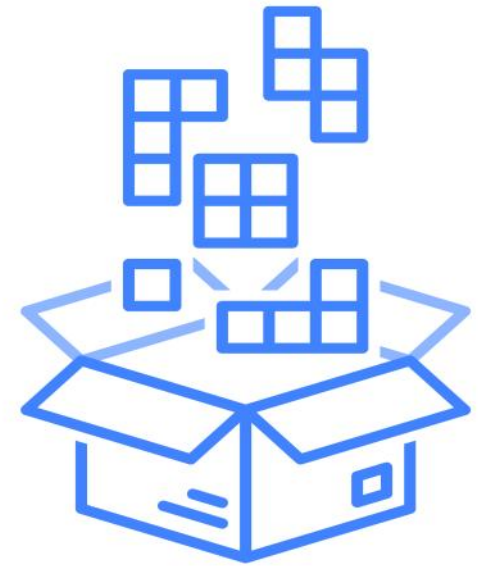
- Only Re-Order if product is really needed! It is not necessary to have everything in stock. There are many options in each price group. At the end of your shop, you should only have about 20% of your total inventory to return.
- Best Days to Re-Order are Tuesday and Wednesday. Most stores will be pretty full on Monday and Thursdays are too risky. If the shipment does not arrive on time come Friday.
- Do not re-order if you only need a few items. (There are over 120 items in the store)
- KG-1st graders will not pick the same items as the 4th-5th graders pick.
- Save the Inventory Sheets that are located on top of the merchandise boxes. It list codes and description's of every gift item. Which you will need when filling out your re-order form online.
- We also suggest, when a particular item is out of stock to direct the children to a similar item.
- Reorders are sent “Next Day Delivery” and will arrive sometime the next business day, whenever the Fed-Ex deliveries arrive at your school. FedEx does not always deliver in the morning. FedEx tracking number will be emailed to the email address on your sign-up form for each shipment. Please remember we do not control Fed-Ex and it is a very busy time of year.
- FedEx tracking information will be emailed.



**DO NOT CALL OR TEXT IN RE-ORDERS**

# Closing Down

1. Pack up leftover merchandise into as few boxes as possible. They do not have to be in any particular order! PC 13 can be with PC 2! Less boxes the better! Cuts down on Shipping cost!
2. The only supplies we need back are the gift bags. Please put the gift bags in with the merchandise.
3. We do not want your bonuses back. Those are for you to keep.
4. Fill out **ALL** closing store forms in your online cash register:
  - Request for shipping return labels
  - Billing Form
  - Damaged merchandise.



# Closing Forms

Login to [www.elfshelfregister.com](http://www.elfshelfregister.com)  
to complete all closing store forms.

1. **Request Fed-Ex Return Shipping Labels:** Fed-Ex return labels will be emailed to you. Boxes need to be placed in the front office for easy pickup for Fed-Ex drivers.



2. **Billing Form:** Please do not include Elf Wallet sales in the billing form. We already have your eWallet money. We only need to know your total deposit to the bank. (Cash/Check/Change only)  
Invoice will be sent within 2-4 business days.

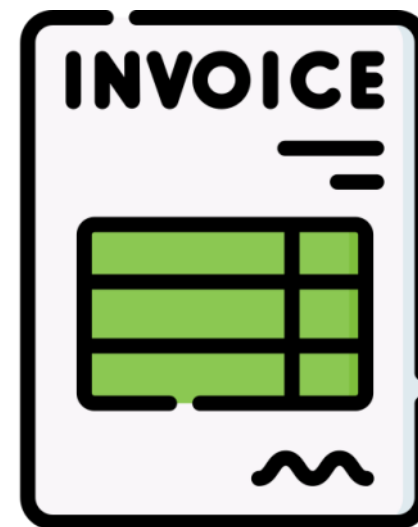


3. **Damaged Report Form:** Record all damage items online and then throw the broken items away. We do not want them back.



# Billing/Payment Details

- Please do not include Elf Wallet sales in billing form. We already have your eWallet money. We only need to know your total deposit to the bank. (Cash/Check/Change only)
- Do not Include Elf Bucks/Volunteer Credit in final totals.  
( ONLINE REGISTER ALREADY RECORDED HOW MUCH YOU REDEEMED.)
- If mistakes are made on the online cash register. No worries! Please go off your total deposit to the bank only.
- Invoice will be sent within 2-4 business days to your e-mail provided.



## Payment Details

1. **ACH Payment (BEST OPTION):** Invoice will be sent with a link to pay ACH! There is a small processing fee. If you pay ACH. This is the safest and fastest way to pay. **THIS IS THE WAY WE PREFER!**
2. **Paper Check:** Please make the check out to Natalie's Elf Shelf Holiday Store. We have provided a addressed **GREEN ENVELOPE** to mail back to us. (see promo kit packet to locate green envelope) **DO NOT** forget to add a stamp!

**Send payment to: Natalie's Elf Shelf Holiday Store PO BOX 639 Choctaw, OK 73020**

3. **Debit Card:** We can take Debit Cards but there is a 2.99% processing fee. So, choose from the 2 options above to avoid high processing fees!