

**NEW**  
**Gift Items**  
**Every Year!**



# Natalie's Elf Shelf

HOLIDAY STORE

*"Serving Schools Since 1989"*

**580-399-4177**

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





**GIFT ITEMS RANGE:  
\$0.50-\$11.00**

**OVER 120 DIFFERENT  
TOP QUALITY GIFT ITEMS TO  
CHOOSE FROM!**

**BELOW ARE A FEW EXAMPLES OF 2024 GIFT ITEMS!**

Please view **FULL** listing of all **120** gift items on our website!

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

**MOM**



**DAD**



**TEACHER**



**BRO**



**SIS**



**GRANDMA**



**GRANDPA**



**PET ITEMS**



\*FULL LIST OF ALL GIFT ITEMS ARE ON OUR WEBSITE.  
THIS IS ONLY EXAMPLES OF SOME OF THE GIFT ITEMS FOR 2024.



Hello,

We are so glad you are interested in **Natalie's Elf Shelf Holiday Store for 2024!** We have been serving schools since 1989!

We offer the best gift items, free supplies and bonuses in the business! We take **PRIDE** in the **QUALITY** of our gift items. The gift items range from \$0.50-\$11.00. We let you set your own percentage (0-30%) and the percentage your school chooses will be pre-programmed into your online cash register and ready to go before your store starts. *\*Please view our Gift Catalog on our website to see all 115 items that will be in the store*

We also have a program called "Elf Wallet". Where parents can pre-pay online and do not have to send their child with cash to school! The volunteers will be able to look up the child's name, amount etc through the online register app.

*\*We have completely re-done our Elf Wallet program for 2024! It is now integrated into our online register and shows detailed reports on each student, total amount uploaded and if they have redeemed all of their funds or not. Super easy for the volunteers to look up and keep track of Gift Card sales!*

Once, you have read through the brochure and looked over the gift items, free supplies and bonuses we offer. Please call (580-399-4177) or email us ([natalie@elfshelfholidaystore.com](mailto:natalie@elfshelfholidaystore.com)) with any other questions you may have! **Please remember we have booked out by September the past 2 years!** We look forward to hearing from you!



*Natalie Larman*

Owner/Natalie's Elf Shelf Holiday Store

Office: 580-399-4177

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

If you sign up before **September 1, 2024.**

We will throw in everything you see **BELOW** for **FREE!**

1. Choose 2 **BONUSES** for signing up before **September 1, 2024** as a **THANK YOU** gift for **working with us!** (BONUS OPTIONS ON PAGES 6-7)

2. **50% off** for all staff/volunteers on the last day of the store and everything has closed down to the students.

3. We will also include elf aprons and elf hats for all of your volunteers to wear!

**BONUS**

**50% OFF**





**Dear Parent Group:**

Natalie's Elf Shelf Holiday Store is ran by volunteer parents/grandparents who want to offer their children the opportunity to shop for friends and family in a safe & non commercial environment. An outline how the program works is as follows:

1. Your group obtains permission to use space in your school for 3-5 days to run the shop during school hours.  
\* We do not allow 1 -2 day events unless we have approved it.  
Please call us to discuss 1-2 day events.



2.

We send you a FREE Promo Kit in October that Contains:

- Chairperson Manual
- Parent Letters
- Gift Guide Envelopes
- Posters/Banner
- Social Media Images Via E-Mail for Advertising

\* We send enough Parent Letters and Gift Envelopes for every student.



3.

1 month before your store starts. Please send home the "Watch For" Announcement & Recruiting Fliers we provided to announce your upcoming store and help you recruit volunteers. If your school PTO/PTA has a Facebook page. We provide social media images for you to advertise as well.



4.

The Store will deliver 1-2 weeks before your start date. We will make sure and send you Fed Ex tracking to your email. So, you are not surprised by all of the boxes. Prices range from \$0.50- \$11.00 with 75% of gift items under \$5.00-\$6.00.

There are 120 different items in our store and a huge variety of Mom, Dad, Grandparents, Sister, Brother, Teacher, Friends, and even pets.

Gift Items can be viewed on our website at:  
[www.natalieselfshelfholidaystore.com](http://www.natalieselfshelfholidaystore.com)

\*\* Current gift items will be updated summer



**5.** A few days before your store begins you will send home the “Has Arrived” Parent letter and your gift guide envelope. The parents will set down with their child and help them budget how much to spend on every family member.

If your group has decided to use our Elf Wallet program. We will have the Elf Wallet instructions printed on the back of the “Has Arrived” parent letter.

If your school opted out of our Elf Wallet program. We have left the back of the parent letter blank. If you want to add dates, times, payment you are accepting etc.



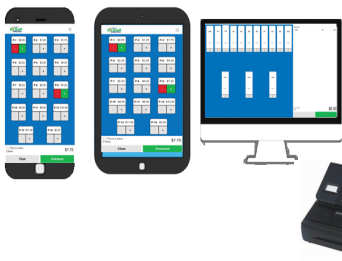
**\*We have completely re-done our Elf Wallet program for 2024! It is now within our online register and shows detailed reports on each student and if they have redeemed all of their funds uploaded for them or not. The Elf Wallet form will be sent home with the “has arrived” parent letter/gift envelope. Parents will receive payment confirmation via email.**



**6.** 1-2 days before shopping begins, volunteers will setup the store. All items are price coded and make setup and checking out super easy. It takes 5-6 tables to display the items. All back stock needs to go underneath the tables.

**7.** On shopping day, the children bring their “ Gift Guide Envelopes” to school and take turns shopping for gifts of their choice. As a gift is selected it is matched up with one of the self sealing metallic gift bags that we provide. We provide enough gift bags for every item sold.

*\*Please see the gift bag samples we have provided.*



**8.** When the child has finished shopping...the gifts selected and his/her envelope are given to the cashier. The items are totaled with our virtual register or real register and everything is then placed in a large plastic shopping bag provided by *Natalie's Elf Shelf Holiday*

*\*Real registers only available while supplies last. The online virtual register is the BEST and EASIEST option!*



**9.** When all of the students have shopped, you pack up the leftover merchandise in the least amount of boxes possible and request for Fed-Ex return labels through our register app or website.

We will send Fed-Ex to pickup the leftover merchandise.  
**WE TAKE BACK ALL UNSOLD MERCHANDISE FOR FULL CREDIT. NEVER A SHIPPING CHARGE!**

**No Counting of Inventory**





# 2024 BONUS

## OPTIONS



### CHOOSE 2 BONUSES

*\*Must Sign Up before September 1, 2024 to Qualify for 2 Bonuses*



**6-Mama Bags**  
**6-40 oz Tumbler** (3pink/3black)



**14 FT Inflatable TV**

**\$75 Amazon Gift Card**



**Great for School Dances!**



**Fog Machine with 18 LED Lights**

**Includes:**  
1- Photo Backdrop Stand  
1- Green Sequence Back Drop  
1-36 Pack of Photo Booth Props



2024

**BONUS**

**OPTIONS**



**CHOOSE 2 BONUSES**

**\*Must Sign Up before September 1, 2024  
to Qualify for 2 Bonuses.**



**\$150 Volunteer Credit**

**YARD SIGN  
WE LOVE OUR TEACHERS**



**20-Shopping  
Baskets**

**CASH BOX**

**6 FT NORTH POLE EXPRESS  
INFLATABLE TRAIN**

**Natalie's Favorite Bonus:**

Elf Bucks is our financial assistance program for the kids that do not have the money to shop in our store



Amount given is determined by

Please Note: Elf Bucks must be chosen as one of your bonuses to receive them.



# 2024 DATES

ALL SCHOOLS MUST RUN THEIR STORE 3-5 DAYS  
DURING SCHOOL HOURS!

*\*WE DO NOT ALLOW 1-2 DAY EVENTS UNLESS APPROVED BY US.*

- November 11th - November 15th
- November 18th - November 22nd
- December 2nd- December 6th
- December 9th- December 13th
- December 16th- December 20th

## FREE SUPPLIES WE OFFER:

Parent Letters  
(English/Spanish)

Gift Guide Envelopes

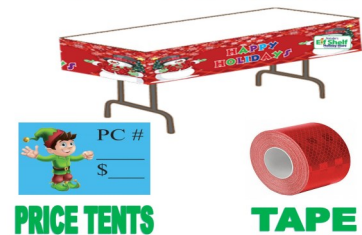


5 GIFT BAGS



T-SHIRT BAGS

TABLECLOTHS



PRICE TENTS

TAPE

Elf Aprons/Hats for Volunteers

INDOOR/OUTDOOR BANNERS

Office/Hallway Posters

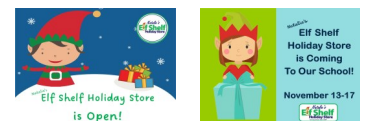


QTY: 4

Virtual/Online Register

Elf Wallet

Social Media Images



\*Real registers only available while supplies last .  
The online register is the BEST and EASIEST option!

\*We have completely re-done our Elf Wallet program for 2024! It is now integrated in our online register and shows detailed reports on each student and if they have redeemed all of their funds uploaded for them or not.



# VIRTUAL ONLINE CASH REGISTER



# Why Choose Us!

## No Downloading a App

Does your school want to view and demo the online virtual online register at your meeting?

Please Contact us for login information!

[www.elfshelfapp.com](http://www.elfshelfapp.com)

- Super Easy
- Fast Check Out/Returns
- Add Multiple Cashiers
- Track Total Sales
- Track Elf Wallet Sales/Reports (redeemed Gift cards etc)
- Request Return Shipping Labels
- Submit Damaged Merchandise Report
- Submit Billing Form/Request Invoice

- No Risk
- No Counting of Inventory
- Elf Wallet
- Free Shipping
- Next Day Air on Re-Orders
- 30 Years of Holiday Shop
- Quality Items/Better Prices
- CPSIA Compliant
- Best Promotional Materials
- 24/7 Customer Service
- Early Sign Up Bonuses
- Free Supplies

Online Register works on any Device!

- Phone (Apple/Android)
- Tablet
- Desktop/Laptop



# Running Low on Merchandise?

If your store runs low on gift items. We offer a next day air service. Where you can re-order specific gift items on our website/register app that you need and they will arrive to the school the next day. We typically start your store off with plenty of merchandise but we have this service just in case!

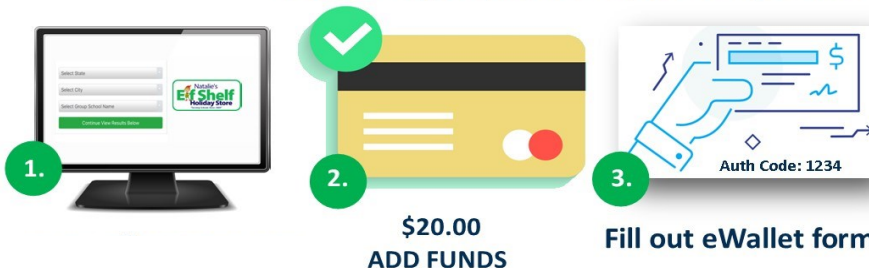
**\* We pay for all shipping cost.**



# Elf Wallet

A secure digital payment option for parents.

Included in our Online Register!



\*We have completely re-done our Elf Wallet program for 2024! It is now integrated in our online register and shows detailed reports on each student and if they have redeemed all of their funds uploaded for them or not.

The Elf Wallet form will be sent home with the "has arrived" parent letter/gift envelope. Parents will receive payment confirmation via email.

# VIRTUAL ONLINE CASH REGISTER

Online Register  
works on any  
Device!



*\*Real registers only available while supplies last.  
The online register is the BEST and EASIEST option!*

- Phone (Apple/Android)
- Tablet
- Desktop/Laptop

- Super Easy
- Fast Check Out>Returns
- Add Multiple Cashiers
- Track Total Sales
- Track Elf Wallet Sales/Reports  
*(redeemed Gift cards etc)*
- Request Return Shipping Labels
- Submit Damaged Merchandise Report
- Submit Billing Form/Request Invoice

What profit do you need?

Choose your profit from the table below. It's as simple as that.

There are no price tags to change. No long lists and no calculators. Our Pre-Programmed online virtual

register is so EASY and EFFICIENT!



## PRICE SHEET

PC#	0%	5%	10%	15%	20%	25%	30%
1	\$0.50	\$0.50	\$0.50	\$0.50	\$0.75	\$0.75	\$0.75
2	\$1.00	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25
3	\$1.50	\$1.75	\$1.75	\$1.75	\$1.75	\$2.00	\$2.00
4	\$2.00	\$2.25	\$2.25	\$2.25	\$2.50	\$2.50	\$2.75
5	\$3.00	\$3.25	\$3.25	\$3.50	\$3.75	\$3.75	\$4.00
6	\$4.00	\$4.25	\$4.50	\$4.50	\$4.75	\$5.00	\$5.25
7	\$5.00	\$5.25	\$5.50	\$5.75	\$6.00	\$6.25	\$6.50
8	\$6.00	\$6.25	\$6.50	\$7.00	\$7.25	\$7.50	\$7.75
9	\$7.00	\$7.25	\$7.75	\$8.00	\$8.50	\$8.75	\$9.00
10	\$8.00	\$8.50	\$8.75	\$9.25	\$9.50	\$10.00	\$10.25
11	\$9.00	\$9.50	\$10.00	\$10.50	\$10.75	\$11.25	\$11.75
12	\$10.00	\$10.50	\$11.00	\$11.50	\$12.00	\$12.50	\$13.00
13	\$11.00	\$11.50	\$12.00	\$12.75	\$13.25	\$13.75	\$14.25

**\*Prices are rounded to the nearest \$0.25 for faster change making!**

# SIGN UP

Please remember we have **BOOKED** out by  
September the past 2 years!



*SCAN ME*

*TO SIGN UP FOR 2024!*



**SIGN-UP ONLINE AT:**

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



Let your students experience the joy of giving!



*Natalie's*  
**Elf Shelf**

HOLIDAY STORE

580-399-4177

**SIGN-UP**

**NOW**  
**On our Website!**

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