

# Natalie's Elf Shelf™

HOLIDAY STORE

"Serving Schools Since 1989"



580-399-4177

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



**SHOP FOR  
FRIENDS AND  
FAMILY!**





**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 \$1.00- \$12.50 with 70% of gift items under \$6.00.



There are 115 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)



**5.** A few days before your store begins you will send home the “Has Arrived” Parent letter and 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 decides to opt out of our Elf Wallet program. We will leave the back of the parent letters blank. If you want to add dates, times, payment you are accepting etc.



**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 online register and everything is then placed in a large plastic shopping bag provided by *Natalie's* Elf Shelf Holiday Store. We take cash, check, eWallet and credit card at the register.



**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 online cash register. 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**





Hello,

We are so glad you are interested in Natalie's Elf Shelf Holiday Store for 2025! 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. **There is no upfront cost!** You only pay for what you sale at the very end of the store!

The gift items range from \$1.00-\$12.50. 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.

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 cash register system.

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) with any other questions you may have!

**Please remember we have booked out by September the past 4 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, 2025.**

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

**1. Choose 2 BONUSES** for signing up before September 1, 2025 as a **THANK YOU** gift for working with us! (BONUS OPTIONS ON PAGES 5-6)

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

**BONUS**



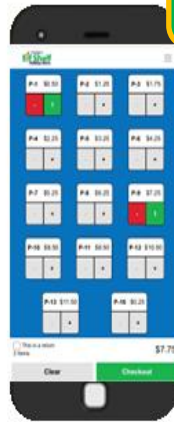
Online Register works on any Device!

# ONLINE CASH REGISTER

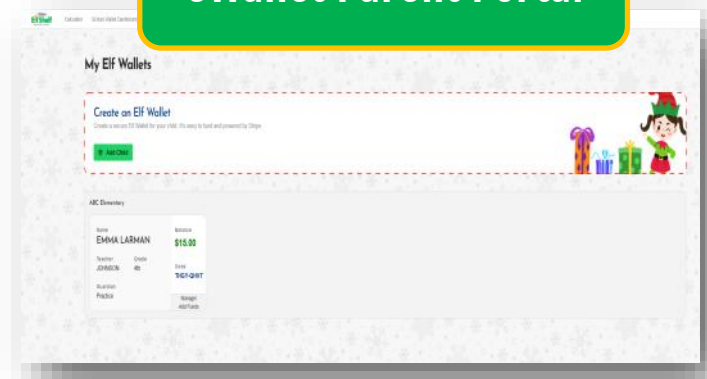
## Register Dashboard

### Below are a Few Features:

- Fast Check Out/Returns
- Compatible on all devices
- Cash/Check/eWallet/Credit Card (payment forms)
- Add Multiple Cashiers
- Sales Reports
- Split Payment Option
- Track Elf Wallet Sales/Redeemed eWallets
- Parents have their own eWallet portal
- Sends e-mail reminder to parents about remaining eWallet balances
- Request Return Shipping Labels
- Submit Damaged Merchandise Report



## eWallet Parent Portal



# Elf Wallet

No more Cash lost in backpacks! It works just like a gift card! At *Natalie's Elf Shelf® Holiday Store*, kids can shop without cash thanks to Elf Wallet. Family and friends contribute funds online. Then kids choose their own gift items. It's convenient, simple, and secure.



Create Account:  
[www.elfshelfwallet.com](http://www.elfshelfwallet.com)



ADD FUNDS



FILL OUT PROVIDED GIFT ENVELOPE

If a child loses their gift envelope. No worries! The chairperson can look up each child name and how much their parents uploaded for them. The system will show redeem wallets and show all remaining balances.

If your school does not want to do eWallet for 2025. You can opt out when you sign up on our website!

# 2025 BONUS

CHOOSE 2 B

\*Must Sign Up before September 1,



20 SHOPPING BASKETS



\$75 Amazon Gift Card



Carrying bag with wheels included

Photo Booth

SUPPLY KIT BONUS  
 ITEMS TO HELP  
 MAKE YOUR STORE RUN  
 SMOOTHER  
 AND FUN!



Supply Kit Bonus Includes

- 5 Extra Table Cloths (4 our included with store)
- 4 Extra "Elf Squad" Aprons (4 our included with store)
- 15 Plastic Bins for organizing small items on tables
- 1 Cash Box
- 1 Ballon Archway Kit



6 FT North Pole  
 Airplane Inflatable

# BONUSES

2025 to Qualify for 2 Bonuses.



CHOOSE  
2 BONUSES



Portable PA System

Bag On Wheels  
20x16x26 Carries Up to 70 lb  
Folds Flat



Great for  
Teacher  
Gifts!

Teacher Gifts  
30 KEYCHAINS AND 30 PENS



\$150 Volunteer Credit

## NATALIE'S ELF BUCKS:

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

\$200 is the amount that we give to each school that chooses this option as one of their early sign up bonuses.



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

# 2025 Dates

ALL SCHOOLS MUST RUN THEIR STORE 3-5 DAYS



- **November 10th - November 14th**
- **November 17th - November 21st**
- **December 1st- December 5th**
- **December 8th- December 12th**
- **December 15th- December 19th**

## FREE SUPPLIES

Parent Letters  
(English/Spanish)  
Gift Guide Envelopes



Tablecloths



Price Stickers



Tape



Gift Bags/T-Shirt Bags



Elf Aprons/Elf Hats



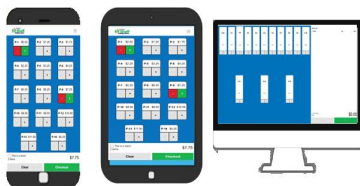
INDOOR/OUTDOOR BANNERS



Office/Hallway Posters



Online Cash Register



Elf Wallet



Social Media Images





# ONLINE CASH REGISTER



Online Register works on any Device!

- Phone
  - Tablet
  - Desktop/Laptop
- Apple or Android*



## 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. We will have your online cash register programmed and ready to go with the percentage you chose. The online register is EASY and EFFICIENT!

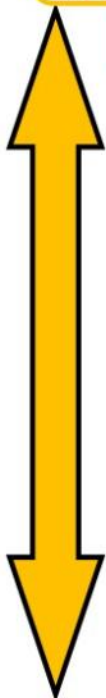


70% OF OUR GIFT ITEMS UNDER \$6.00!

# PRICE SHEET

### Below are a Few Features:

- Fast Check Out/Returns
- Add Multiple Cashiers
- Sales Reports
- Track Elf Wallet Sales/Redeemed eWallets
- Parents have their own portal
- Request Return Shipping Labels
- Submit Damaged Merchandise Report
- Submit Billing Form/Request Invoice



PC#	0%	5%	10%	15%	20%	25%	30%
1	\$1.00	\$1.00	\$1.00	\$1.25	\$1.25	\$1.25	\$1.25
2	\$1.50	\$1.50	\$1.75	\$1.75	\$1.75	\$2.00	\$2.00
3	\$2.00	\$2.00	\$2.25	\$2.25	\$2.50	\$2.50	\$2.50
4	\$2.50	\$2.75	\$2.75	\$3.00	\$3.00	\$3.00	\$3.25
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	\$12.50	\$13.00	\$13.75	\$14.25	\$15.00	\$15.50	\$16.25

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

# 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 through our online cash register system and they will arrive to the school the next day.

We typically start your store off with plenty of merchandise but we offer this service just in case!

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



## WHY CHOOSE US?

- Quality Items/Better Prices
- 120 Different Gift Item's
- Online Cash Register System
- eWallet
- CPSIA Compliant
- Best Promotional Materials
- Early Sign Up Bonuses
- Free Supplies
- No Up Front Cost
- No Counting of Inventory
- 24/7 Customer Service during your shop
- Free Shipping
- Next Day Air on Re-Orders
- 30 Years of Holiday Shop Experience
- Training Videos

## CPSIA COMPLIANT



All of our gift items are tested and kid safe!

## TRAINING VIDEOS

We have training videos over the following topics:



- How to Run and Setup the Store
- Online Cash Register/eWallet
- Re-Order Tips
- How Pricing Works
- Billing Form
- Request Return Labels
- How to discard damage items
- How to take Elf Bucks

**View Training Videos on our Website!**



# SIGN UP!

Please remember we have **BOOKED** out by September the past 4 years!



SCAN ME TO  
SIGN UP  
FOR 2025!



## SIGN-UP ONLINE AT:

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



\* CONFIRMATION: TEXT/EMAIL WILL BE SENT. SOON, AS WE RECEIVE YOUR 2025 SIGN UP FORM!

Let your students experience the joy of giving!



580-399-4177

**REQUEST MORE INFORMATION**

We have the **BEST QUALITY**...and we are ready to prove it by sending you a **Free Board Presentation Kit!**

**THE BOARD KIT INCLUDES:**

- 25 GIFT ITEMS
- SUPPLIES
- BONUS OPTIONS

**ALL FREE OF CHARGE**

Visit our website to request for a **FREE BOARD KIT!**

**FREE BOARD KIT**



**SIGN-UP TODAY!**

**On our Website**

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

