



The
Elf Shelf
Holiday Store
Handbook



Why the Elf Shelf®?

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



- 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 / Phone: 580-399-4177

Choosing Your Dates

- Shops usually run 5 days. You choose when. Here are possibilities. Nov. 18 – Nov. 22
Dec. 2 – Dec. 6 Dec. 9 – Dec.13 Dec. 16 – Dec. 20 or whatever works for you!



Shipment 1

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

Shipment 2

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

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: _____

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Planning and Preparing

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**YOUR PRICE SHEET/ELF BUCKS ARE
LOCATED IN YOUR CASH REGISTER BOX.**

The Elf Shelf®

PRICE CODES	Group Wholesale Cost	Service Price For	Suggested Price For
	- 0% Profit	5% Profit	10% Profit
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	\$ 2.50	\$ 2.65	\$ 2.75
PC #6	\$ 3.00	\$ 3.25	\$ 3.35
PC #7	\$ 4.00	\$ 4.25	\$ 4.50
PC #8	\$ 5.00	\$ 5.25	\$ 5.50
PC #9	\$ 6.00	\$ 6.50	\$ 6.75
PC #10	\$ 7.00	\$ 7.50	\$ 7.75
PC #11	\$ 8.00	\$ 8.50	\$ 9.00
PC #12	\$ 9.00	\$ 9.50	\$ 10.00
PC #13	\$ 10.00	\$ 10.50	\$ 11.00

(Prices above may have been rounded up or down)

YOUR SCHOOL PRICE SHEET IS LOCATED IN YOUR REGISTER BOX

Cost of merchandise to be paid is based on the Group Wholesale Cost.

- Decide on times for the shoppe to be open, usually 25 minutes per classroom.
- 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.**

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

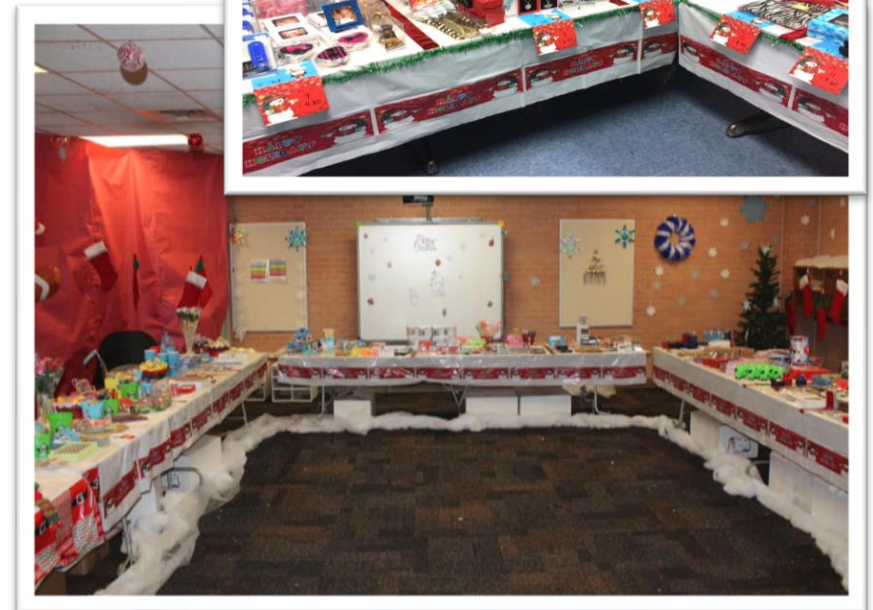
FILL IN THE DATES AND TIMES FOR SHOPPING.
POST IN STAFF ROOM AND ALLOW THEM TO SELECT THEIR PREFERRED TIMES.

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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.



2019 Elf Shelf Holiday Store Social Media Challenge

We are doing our 3rd Annual Social Media Challenge! Your school has the chance to WIN \$500 or \$250. It is super easy to enter! Just take a picture of your Elf Shelf Holiday Store all setup and send (*Natalie Larman*) the picture. She will then upload it to our Facebook Page (*The Elf Shelf Holiday Store*). Whichever school has the most Facebook likes on their Elf Shelf Holiday Store Photo will win.



How to Enter your School

Text/E-Mail a picture of your Elf Shelf Holiday Store Setup

***The Picture will be uploaded within 1 hour to our Facebook Page.*

***Please do not include any pictures of students unless we have a media release form*

1. Text: 580-399-4177
2. E-Mail: natalie@elfshelfholidaystore.com



We will announce the winner on **FACEBOOK LIVE**
New Year's EVE! @ 12:00AM(CST) (January 1, 2020)



Facebook Page: **The Elf Shelf Holiday Store**
#elfshelf2019

2018 Social Media Challenge Winners

1. Jefferson Elementary PTA- Norman, OK \$500
2. Plainview Elementary PTO-Ardmore, OK \$250

***This is only for schools that work with The Elf Shelf Holiday Store/Distributor-Natalie Larman.*

- 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.

Have Questions?

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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.*

1. Fill out a reorder form. Email or fax that form BEFORE noon to:
azkk@cox.net or 888.525.7814.
2. Reorders are sent “Next Day Delivery” and will arrive sometime the next business day, whenever the UPS deliveries arrive at your school. UPS does not always deliver in the morning. A UPS tracking number will be emailed to the email address on your reservation form for each shipment.



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 \$ _____ = \$ _____
(X at END of day) (minus) (X at BEG of day) (equals) (TOTAL SALES)
- 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 \$ _____ = \$ _____
(X at END of day) (Line 1 from Yesterday) (TOTAL SALES)

- 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 \$ _____ = \$ _____
(X at END of day) (Line 1 from Yesterday) (TOTAL SALES)

Day 4 _____ Cashier _____

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

Day 5 _____ Cashier _____

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

- 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!

The Elf Shelf®

WISH LIST REORDER FORM

TO RECEIVE YOUR ORDER TOMORROW,

PLEASE EMAIL OR FAX BY NOON TODAY TO:

azkk@cox.net or 1.888.525.7814.

SCHOOL NAME:
CHAIRPERSON NAME:
CHAIRPERSON PHONE:
ADDRESS:
CITY STATE & ZIP:



QTY	CODE	DESCRIPTION
Price Code #16		
Price Code #1		
Price Code #2		
Price Code #3		
Price Code #4		

QTY	CODE	DESCRIPTION
Price Code #5		
Price Code #6		
Price Code #7		
Price Code #8		
Price Code #9		

QTY	CODE	DESCRIPTION
Price Code #10		
Price Code #11		
Price Code #12		
Price Codes #13 & #14		
Supplies EX. Gift Bags, White T-Shirt Bags Etc.		

You Can Also visit:
www.natalieselfshelfholidaystore.com
 and reorder directly online.

The Elf Shelf®

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QTY	CODE	DESCRIPTION
Price Code #16		
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Price Code #4		

QTY	CODE	DESCRIPTION
Price Code #5		
Price Code #6		
Price Code #7		
Price Code #8		
Price Code #9		

QTY	CODE	DESCRIPTION
Price Code #10		
Price Code #11		
Price Code #12		
Price Codes #13 & #14		
Supplies EX. Gift Bags, White T-Shirt Bags Etc.		

You Can Also visit:
www.natalieselfshelfholidaystore.com
 and reorder directly online.

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

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

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

**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

EXAMPLE

TOTAL FOR ALL SALES
 LESS ELF BUCKS, IF ANY
 SUBTOTAL
 LESS PROFIT MARGIN, IF ANY
 AMOUNT OF GROUP CHECK

Total Sales: **\$3,000**

Less Elf Bucks: **-\$100**

Subtotal: **\$2,900**

Less Profit Margin, If Any:
(10%) / -\$290

Total: **\$2,610.00**

**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

Have Questions?
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- 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.
- Place the Check and the NO INVENTORY BILLING SHEET in the self addressed stamped red envelope provided and drop the check in the mail.
- "For UPS labels, email or fax this sheet to natalie@elfshelfholidaystore.com or 405-638-3384.
- Place all boxes and register in the office for UPS. We will have UPS swing by the school to pickup your boxes or you can always take them to your local UPS location.

School: _____ **State:** _____

WE NEED _____ LABELS (ONE PER BOX). EMAIL THE LABELS TO: _____ (email address).

THANKS! YOU'RE A HERO FOR THE KIDS!



Your school can either do the rewards program below for 2020 or get to choose multiple NEW 2020 Bonuses for signing up early!!

We will announce NEW 2020 Bonuses in the Spring! (Bonuses are for schools that sign-up early)

ELF SHELF Rewards Program

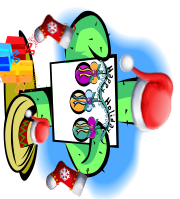
How to Earn Points

- Sign up by May 1st and earn 5 POINTS PER DOLLAR REMITTED (amount you pay us).
- Sign up between May 1st and October 1st and earn 3 POINTS PER DOLLAR REMITTED.
- Sign up after October 1st and earn 1 POINT PER DOLLAR REMITTED.

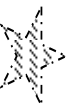
You may ACCUMULATE POINTS over consecutive years.

4 Simple Steps to Earn Free Rewards

- Complete the *DAILY CASHIER REPORT* each day during the sale.
- Make your payment by *JANUARY 10th*.
- Return all unsold product to us by *JANUARY 10th*.
- Return a copy of these 3 items with your payment/product:
 - **DAILY CASHIER REPORT**
 - "X" Register Tapes from each day of the sale
 - Easy No Inventory Billing Form



To earn the free rewards, all *FOUR* steps *MUST* be completed **ON TIME!**



POINT SYSTEM



REWARD	POINTS	REWARD	POINTS
Teacher Lanyard	400	Student Store/Carnival Pack	20,000
Tote Bag	700	Light-Up Karaoke System	30,000
32 oz Ceramic Teacher Mug	800	TableTop Popcorn Machine 4 oz	64,000
Glass Apple	2,000	TableTop Popcorn Machine 6 oz	100,000
Wireless Ear Buds	2,500	Popcorn Machine With Cart 4 oz	110,000
Mini LED Projector	7,500	TableTop Popcorn Machine 8 oz	125,000
Android Tablet	12,000	Cotton Candy Machine 6 oz	130,000
LED Scrolling Sign 5-color Panels	12,000	Popcorn Machine With Cart 6 oz	170,000
Inflatable Holiday Shoppe Arch	15,000	Cotton Candy Machine With Cart	170,000
Cash Register	15,000	Tabletop Popcorn Machine 14 oz	175,000
Good Kid Rewards	20,000		



Distributor: Natalie Larman
PO BOX 639 Choctaw, OK 73020

Phone: 580-399-4177 Fax: 405-638-3384

E-Mail: natalie@elfshelfholidaystore.com

The Elf Shelf Holiday Store SIGN-UP TODAY!
www.natalieselfshelfholidaystore.com

Please fill this reservation form out to sign-up for 2020!

3 Ways to Send In your reservation form:

1. E-Mail: 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:	CHAIRPERSON E-MAIL:
SHIPPING ADDRESS: (IF DIFFERENT)			SHIPPING CITY & ZIP (IF DIFFERENT):
PRINCIPAL'S NAME & E-MAIL:			NUMBER OF CHILDREN IN YOUR SCHOOL:
PRESIDENT'S NAME:			PHONE NUMBER/E-MAIL:
DID YOU RUN A SHOP LAST YEAR? () YES () NO		IF YES, WITH WHOM? _____	
HOW MUCH DID YOUR PURCHASE FROM THEM? \$ _____ <IMPORTANT!> SO WE SEND THE RIGHT AMOUNT OF PRODUCT!			
START DATE OF SHOP: _____		OUR SELLING PRICE TO GIVE BEST VALUE TO OUR CHILDREN:	
DATE SHOP ENDS: _____		() 0% SERVICE () 5% MARKUP () 10% MARKUP () 15% MARKUP () 20% MARKUP () OTHER _____	
<h2>Early Sign-Up Bonuses will be announced Spring of 2020!</h2>			
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 Aprons, 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, 2020. _____ INTL.			
7. If cancelled after October 1 st 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:		
Visit us at: www.natalieselfshelfholidaystore.com			