



# 2025 Sales Plan

SCHOOL NAME: \_\_\_\_\_

COORDINATOR NAME: \_\_\_\_\_

PRIMARY PROGRAM (pick one):

\_\_\_\_\_ TWS@SCHOOL (Paper Sale)

\_\_\_\_\_ TWS@SCHOOL (Online Sale)

\_\_\_\_\_ TWS@HOME (Online Sale)

## #1 IMPORTANT DATES:

These dates are used in establishing our production schedule. **(If any date changes after submission, TWS has the right to adjust storefront closing).**

\_\_\_\_\_ Requested Delivery Week (We suggest a minimum of 5 business days prior to distribution)

\_\_\_ / \_\_\_ / \_\_\_ Kit Distribution for TWS@SCHOOL/Supply Drop off Date for TWS@HOME

\_\_\_ / \_\_\_ / \_\_\_ First Day of School

For TWS@SCHOOL Program, please provide a contact for the day of delivery.

Delivery Contact: \_\_\_\_\_

Delivery Phone #: \_\_\_\_\_ Delivery Email: \_\_\_\_\_

## #2 SALE DATES:

Please refer to your quote for your promotional sale date guidelines.

Start Date: \_\_\_\_\_

End Date\*: TBD by TWS based on above dates

*\*Once your promotional sale is complete, kits will be available on your storefront for late orders – home delivery only. Closing date determined by TWS.*

## #3 FUNDRAISING & EDITING:

Are you interested in adding a profit to your kits to benefit your parent organization?

**Yes** or **No** If yes, amount: \_\_\_\_\_ (dollars or percentage)

If yes, are you interested in using your profits to buy additional kits for "Students in Need" at your school?

**Yes** or **No**

Sale profit checks are mailed out in late September. Payable to: \_\_\_\_\_

Do you want families to know that you have marked up your kits as a fundraiser? **Yes** or **No**

Do you want your families to be able to customize the contents of the kits (adding or removing products)? **Yes** or **No**

## #4 MARKETING:

Would you like a promotional sale flyer created for your families? **Yes** or **No** (If no, please provide a copy of flyer you use)

Contact name: \_\_\_\_\_ Email: \_\_\_\_\_

Reminder Flyers - please check your selection(s) below:

\_\_\_\_\_ # 1 Coming Soon \_\_\_\_\_ # 2 Order Today \_\_\_\_\_ # 3 Fun in the Sun \_\_\_\_\_ # 4 Available Now  
\_\_\_\_\_ # 5 Tools to Succeed \_\_\_\_\_ # 6 Start the Year Off \_\_\_\_\_ # 7 Sale Ending Soon

Advertising Poster # requested \_\_\_\_\_ Yard Signs # requested \_\_\_\_\_ (Max 5 per school)

ONLINE SALE NOTE: It can take up to 3 days to have your storefront ready. Online approval of your storefront is required before any sales can be accepted. The approval confirms that all kit contents (products, quantities, brands), fundraising amounts (if applicable), and final sale prices have been reviewed by the coordinator for accuracy. Any discrepancies need to be reported to TWS to edit before storefront approval.