The key to a successful EduKit program is getting the word out to everyone in your school community. Busy parents will appreciate the convenience. Teachers will be thrilled when students come to class with exactly the right supplies and students will go to class prepared and confident. Try to check off at least six of these ideas!

- Include notices in weekly newsletters and e-mails.
  Inform parents beginning in the spring and throughout the summer.

- Include order forms/fliers in each student’s backpack.
  Have order forms available at kindergarten registration.

- Send an e-mail to parents letting them know that it’s time to order.
  Attach an order form to the e-mail and include the link that takes you right to the edukitinc.com website for online ordering. Do this every week through the end of the sale. For sample email text, see the document titled “Text and Image Resources.”

- Put a reminder banner and link on the school website.
  Parents can click on the link and go right to the Edukit website to place their order. The instructions for doing this will be provided when the online ordering for your school is activated and can be forwarded to the school’s webmaster.

- Have the Principal or Parent Organization announce the program at spring events.
  Open houses, award ceremonies and any end-of-the-year events are great opportunities to get the word out. Make sure to have plenty of order forms on hand.

- Have an EduKit reminder mentioned on the morning announcements.

- For middle schools, make sure to get the word to the incoming grade.

- Use reminder stickers on planners, shirts, or backpacks.
  EduKit will supply these. Just ask!

- Explain Benefits.
  Be sure teachers and administrators understand the benefits of EduKit supply kits so they actively promote them. Teacher’s love it when students have the correct supplies.

- Have extra order forms available in the school office placed in a visible location.

- Set up a sample kit.
  The school display show-case or other high traffic areas are perfect places for exhibiting a sample kit.

- Have a raffle offering a chance to win a free kit
  This is a terrific way to encourage online ordering.

- Put up posters and yard signs around the school.

- Put a reminder on the school sign.
  Leave it up over the summer letting parents know about the Last Chance kits.

- Hand out reminders in the car pool line.

- Talk it up with as many people as possible in the school community.

- Include notices in the summer mailing.
  The back-to-school newsletter is a great time to remind parents about the Last Chance program.

- Increase participation.
  Offer an extra recess or an ice cream party for the classroom with the highest participation.

- Ask teachers to send a letter home to incoming students letting them know about the sale.
  Sample text is available from your Account Manager.