



Running a Successful Sale

The Sprout Sales Communication Hub

To help make promoting your Sprout School Supply Kit Sale as easy and successful as possible, we have created several promotional tools to use throughout your sale.

Communication Schedule

You will find a suggested communication schedule to follow at [Sproutsupplies.com/sales-schedule](https://sproutsupplies.com/sales-schedule). This schedule was created to support and guide you through your Sprout sale providing promotional messaging and sales tools.

Banner Ads

Give parents easy access to your sale with the click of a banner ad on your school or PTO website. We have created 4 different sized banners to choose from to display on the web. Just share the HTML code with your webmaster and you will be ready to go. It is recommended that you post the banner to your webpage(s) on the first day your school store opens.

Social Media

Social media is a great way to communicate the details of your supply kit sale to parents. We will provide content (images and text) to post to your Facebook, Instagram, and Twitter pages for each week of your sale. The messaging will announce the sale and remind parents throughout your sale to order their student's school supply kit. This content can be copied and pasted into the appropriate social media platform, giving you the opportunity to customize the information specific to your school with school code and sale deadline.

PTO Email

To keep parents informed and motivated to buy, we recommend sending an email from your PTO group to parents throughout your sale. This content can be copied and pasted into the body of your email message and customized with your school specific sales information. It is our recommendation that you email parents announcing your sale during the first week. We will also provide reminder messaging that can be emailed to parents toward the end of the sale.

Principal Email

One of the best sales tools you have is an endorsement from your trusted school principal. We have created suggested messaging that we recommend you email to parents from your principal. We will provide email content that can be cut and pasted into the body of an email and customized by you with your specific school sales information.

Intercom Announcements

Students love morning announcements. What better way to build hype around the school supply kits and your sale than to let the kids do the talking. We will provide suggested messaging to be read during intercom announcements for the kickoff of your sale and an order reminder later in the sale.

Newsletter Announcements

The school newsletter is a quick and easy way to keep parents informed about your school supply kit program. Copy, paste and customize our messaging right into your newsletter. We will provide sales information, along with reminder messaging.

School Signs

Communicate with parents, visitors, and your students with Sprout sales signs for the **hallway** and **parent pickup lines**. Sign designs are saved in a ready-to-print format on our website. Just download and print.

*** It is recommended that schools communicate 2-3 times per week to parents and families throughout your school supply kit sale.**