

## *Fundraiser Project Information*

- **What is Included in the Project?**

1. A 1 Hour In-Service Tile Painting Course with your volunteers, teachers, or parents (whoever will be helping with the project)
2. All the supplies, which includes: Tiles (unfinished ceramic wall tile), 10 different colors of glaze, loan of brushes, tile direction sheet, tile template sheet, containers for glaze, graphite paper (to transfer designs from the template to the tile), pre-fired tile color samples.
3. Clear Glazing and Firing the tiles in a ceramic kiln to 1900F
4. Installation on a **flat** wall indoors, or outside. Includes all installation materials, such as a tile border, grout, etc.
5. A minimum # of tiles is generally required for travel to be included, otherwise a small fee for fuel cost may be added. (No charges for room and board). A typical mural will require me to visit the school about 3 times.

- **Marketing, Pricing, and Organization**

1. **Marketing**

Most schools will send a **FLYER** home a month or so before the actual painting day(s). Many will pre-sell the tiles (best way), or have them reserved for all the participants. I need to know roughly how many tiles I will need to deliver. I will give you extra just in case you sell more on the days you paint. You will only be charged for the tiles you use, once the minimum number is met (typically 200 tiles).

The **FLYER** should include: a description of the project, a Theme (helps to make the mural more cohesive), a cut out order form (which can be sent to your PTA with a check), a Tile Template for the size of tile you will be using, a picture of a colorful tile mural as an example (feel free to use images from my website). I can send you a good flyer example as well.

## 2. Pricing

I have a base price for the two most common tile sizes, which includes everything. The 2012 prices are as follows:

4.25 x 4.25" tiles                      \$9.75 each installed  
6 x 6" tiles                                \$11.75 each installed

Typical installations require you to use one size of tile only, not a combination.

Most fundraisers use the 6 x 6" tile, so that the mural is as large as possible, but if you are projecting to sell 500 tiles, you may not have enough wall space for the 6". I've completed school project of up to 1300 tiles, and the only way to find a wall to hold them all, would be to use the 4.25"

Survey the walls around your campus and compare them to the following:

80 - 4.25 x 4.25" tiles = 10 sq. ft. (2' x 5')  
40 - 6 x 6" tiles                      = 10 sq. ft.

## WHAT TO CHARGE YOUR PARTICIPANTS?

This can be a difficult decision that only your school can answer. It depends on many variables, including the demographics of the area, past history of community and PTA support, and being able to come up with a good theme and marketing buzz, so that people are indeed excited about the project.

*I've had schools in "well to do" areas charge as much as \$50 for a 6" tile. This gave them a profit of \$38.25 per tile. If they sold the minimum of 200 tiles, they would have a mural, and come away with \$7,650 profit.*

*I've also had schools charge as little as \$13.75 for the same size tile, making a profit of as little as \$400. They were really just concerned with having the mural and allowing the students to participate at the school, which is great too!*

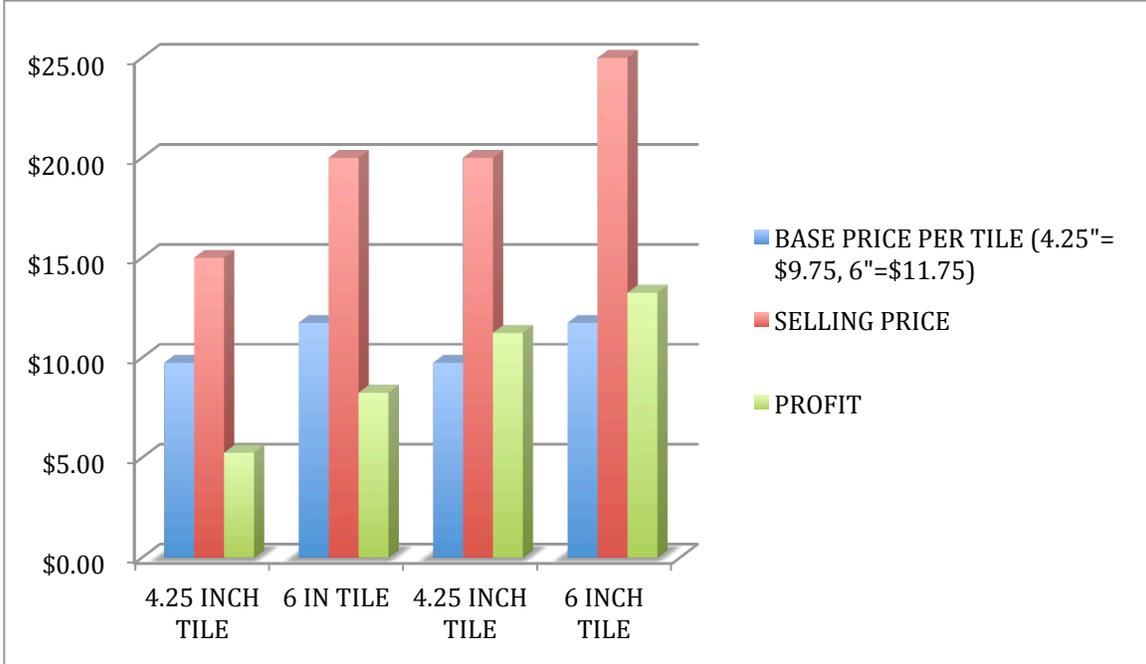
To boost sales, many schools have been successful giving a price break on the purchase of multiple tiles. A family of 4 can buy 4 tiles and paint them together as one big image!

For those that are more visual, I've supplied basic graphic examples below, which are based on selling each size tile at two different prices.

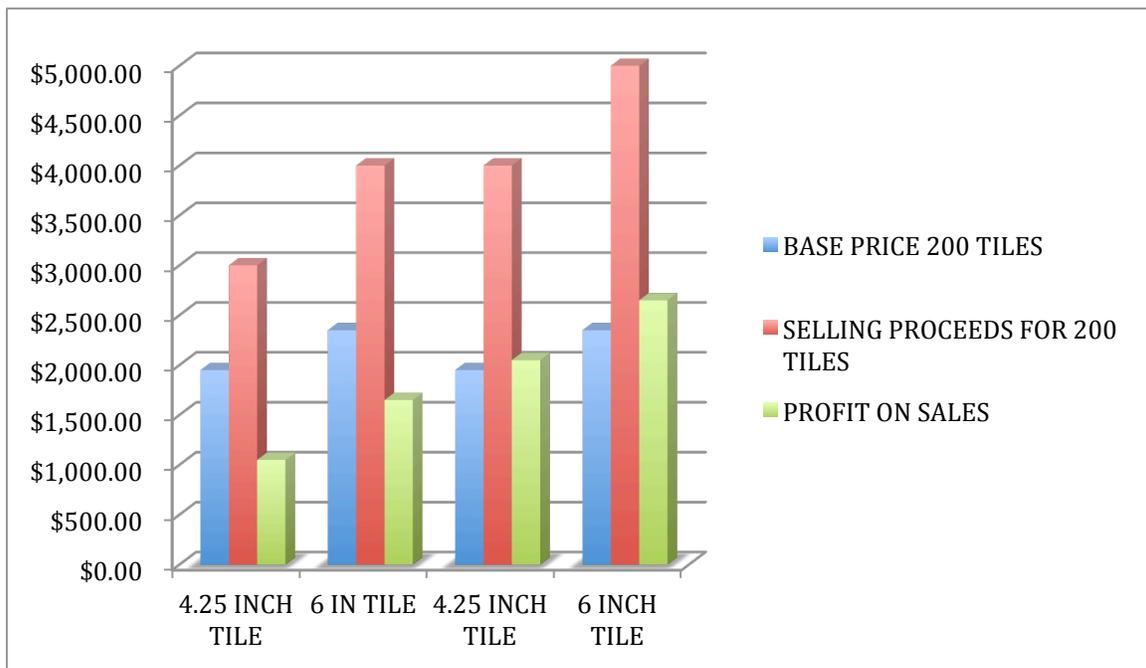
4.25 x 4.25" at \$15 and at \$20 each  
 6 x 6" at \$20 and at \$25 each

**EXAMPLE GRAPHS**

**PER TILE PROFIT MARGINS BASED ON SELLING TILES AT 4 DIFFERENT PRICES**



**TOTAL PROFITS FOR A 200 TILE MURAL BASED ON FIGURES FROM THE PREVIOUS GRAPH**



### 3. Organization

Besides the organization tasks of sending out the flyer and collecting the money for the tiles, you have to decide on when your school will be conducting the painting day, or days.

If the project is open to both the children and their parents and family, usually it is best to have more than one painting day in the evenings, or on the weekends, to insure busy parents can make it to one of the times. Make it absolutely necessary that a parent accompany their children (trust me). It generally takes 30min to one hour to complete a tile. Some people will take longer and some younger students much less.

If you wish the project only to include the students, the tiles can be painted during school hours at designated times, similar to a class period for art. If you have an art teacher, many times they are the best for this job, and enjoy this added variety to their normal lesson plans.

### Painting Space Setup

There are really two ways that work.

**(THIS WILL ALL BE DISCUSSED IN DETAIL DURING YOUR INCLUDED IN SERVICE TRAINING)**

**THE FIRST** (And Best) is to have a dedicated room where all the painting will happen. This space could be an unused room or a multipurpose room (great for family painting nights). All the supplies would be here. Classes make a schedule and come in according to that schedule to paint (applies to entire, student only, school projects primarily). Most schools only have one class paint at a time as it gets too crazy with more than 30 or so children.

For a family painting night, it is best in the multi-purpose room. I've even had schools do the project during a school fair on a weekend on picnic tables during the afternoon.

**THE SECOND** arrangement applies only to entire (student only) projects. It involves having 1 or 2 activity carts stocked with all the supplies, which are rolled into the rooms to do the project. When painting is completed (and tiles dry), they are rolled back to a designated area.

Many tips will be covered during the **In-Service Training**, which will insure that everything will go smoothly for you.

## Popular reasons for choosing to do a tile mural

School Anniversaries

Graduating Class Murals

School Mottos

School Spirit

PTA Fundraising for a special program

A Reward for a school accomplishment

Bringing color to the school environment

Art for Arts sake

Please visit my website for pictures and more information.

[WWW.CHRISKINGDESIGNS.COM](http://WWW.CHRISKINGDESIGNS.COM)

or

[WWW.SCHOOLTILEMURALS.COM](http://WWW.SCHOOLTILEMURALS.COM)

Thank you,

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