



Dylan's Saving Squad resources

# Greetings card project

## Teacher's guide



This project allows learners to put the skills and knowledge they have explored through this programme, into practice.

Learners will create greeting cards that can be hypothetically sold to friends and family or can be sold at a school fete.

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## Preparation and resources

You will need to make some project decisions and gather the necessary resources.

## Creating the cards

You could take one of three approaches in producing the cards.

### Budget cards

You could create simple, folded A4 cards, that learners can draw, paint or collage. If necessary, you could add some value to the cards by purchasing A5 envelopes.

### Craft cards

You could purchase blank cards and envelopes for learners to decorate. This would have a more substantial feel to justify sales at a school fete, for example.

### Printed card packs

You could create multiple packs of cards, featuring each of the learner's designs, professionally printed. There are a number of online printing companies that you can approach for a quotation. Alternatively, you could use a local printer, who may be able to offer you some assistance with the scanning of artwork. This approach has the benefit of ensuring all learners' cards are sold and celebrated, and is a more inspiring and ambitious project.

## Types of cards

You will need to consider the best theme for the cards and, possibly time of year. The following possibilities may inspire you.

### Christmas cards

An obvious theme for your cards is Christmas, given the popularity of Christmas cards and the seasonal theme of charitable giving. However, you may wish to consider a non-denominational theme. Also, the timing of Christmas, so early in the school year, may give you insufficient time to cover the activities ahead of the project.

### Occasion cards

Occasion cards have a seasonal appeal and can be great idea for a hypothetical sale. There are lots of occasions you could consider:

- Mother's Day
- Father's Day
- Easter
- St David's Day
- Valentine's Day

### Birthday cards

Another great idea for a hypothetical sale, is to create birthday cards for a member of staff.

### Thank you cards

Thank you cards are a nice idea for any time of year. The cards could include different messages of gratitude, which can also form a positive well-being activity for the learners.

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## Blank greeting

Choosing to do a blank greeting card has several advantages. You can sell them at any time of year, they don't need any printing on the inside, and learners can explore all kinds of themes and images such as:

- Animals
- Landscapes
- Floral designs
- Abstract art
- Geometric patterns
- Motivational quotes

A simple internet search could provide you with the following, to inspire your learners:

- Inspirational quotes
- Messages of gratitude
- Positive affirmations

## Selling the cards

There are a number of options for the sale of the cards.

### Hypothetical

The aim of the project is to provide learners an opportunity to experience a simple, entrepreneurial activity. If you choose to keep the project simple, you can ask the learners to exchange their cards, with parents or family, for something other than money. Referring back to Dylan's story, and his exchange of a smile for a lollipop, learners can negotiate their own exchange. Such as a hug, a smile or a biscuit, for example.

### School fete

If you choose to create craft cards, using blank cards and envelopes, a school fete may be the best setting to sell your cards.

### Parent order form

If you opt to create a printed pack of cards, parent order forms will be your best means of sale. You can take orders in advance of printing, to avoid excess stock. You can also engage learners in the sale process, by sending them home with an order form.

## Profit

You will need to decide how any profit would be utilised. For example, a school fundraising activity or a contribution to a class trip or treat.

## Resources

You will need the following resources:

- A4 card, blank cards or good quality paper.
- Any necessary art supplies such as:
  - Paint and brushes
  - Coloured paper and accessories for collage
  - Coloured pens or pencils

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## The project

Following on from Dylan's story, discuss with the class the idea of earning money through the sale of something you have created. Create a class mind map with of ideas that come up from the following questions.

### What things can be made and sold?

- Furniture
- Growing vegetables
- Poetry
- Stories
- Greetings cards
- Decorations
- Ornaments
- Paintings

### Which of these things could we make?

- Skill
- Time
- Resources
- Childish charm

Present the idea of greeting cards and your chosen theme to the class.

## Product - how will we make the cards?

Ask learners to bring in some examples of cards that they may have at home. Alternatively, you could allow learners to look up cards online for inspiration, or provide them with examples.

With consideration to the approach you have chosen for the creation of the cards, ensure to provide learners with any guidance they need for the design of cards. Such as:

- Size
- Text
- Durability
- Texture
- Themes
- Colours

## Sales - how will we sell the cards?

Whichever sales approach you choose, try to engage learners in the processing of selling. There are a number of ways you could do this:

- Work the school fete stall
- Help design the order form

## Price - how much will we charge for the cards?

Considering the quotations that you have received, assuming small quantities for the purpose of pricing, present the class with the cost per card or pack. Guide the learners to feel that they have helped set the price for their product. You can expand on this by allowing learners to look at prices for cards online, or by providing printed examples.

## Marketing - how will we encourage people to buy our cards?

Engage the learners by exploring the following:

- Creating flyers to accompany the order forms
- Creating posters, promoting the cards, to display in the school or local businesses
- Create stall signs and price tags for the school fete

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Facilitate a class discussion, writing ideas on the board, to elicit ideas about why people would buy their cards, for example:

- Because they need cards
- To encourage the children
- To send to family, who live away
- To support the school
- As keepsakes for friends and family
- Because they like how they look

Based on the ideas, make a class decision about information that could be included in their marketing. For example:

- Our cards look
  - Stylish
  - Cool
  - Pretty
  - Nice quality
- Support local children and a local school
- Keep a treasure of your child
- Invest in a future artist
- Our cards can be used for
  - Cheering people up
  - Sending to friends and family who live away
  - Saying 'Merry Christmas', 'Happy Easter', etc.



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