

LOCAL CLUB KIT



What is a Local Club?

Many local clubs were formed out of the desire of our national club members to meet with other collectors in their local communities. Local clubs members are the heart of the Keepsake Ornament business and are engaged in many aspects of the Hallmark Brand. They are enthusiastic and spirited consumers who enjoy coming together with others to share and discuss their passion for collecting. Local clubs are made up of all walks of life - all tied together by their common interests. Many local clubs reach out to their communities and provide service and donations to local charities. Some local clubs assist their store sponsor during store events to recruit new members and share their knowledge of Keepsake Ornaments.

A Few Reasons for Sponsoring a Local Club

- #1) KOC Members spend 5 times more than Crown Rewards Members
- #2) KOC Members purchase about 20 ornaments compared to an average of 1 for Crown Rewards members
- #3) KOC Members have double the transactions of Crown Rewards Members
- #4) KOC members buy 1.5 more everyday cards and twice as many season cards than the average Crown Rewards Member
- #5) KOC Members buy 2.5 times more gift wrap than Crown Rewards Members
- #6) 79% of KOC members are either a Platinum or Gold Crown Rewards Member

LOCAL CLUB KIT



Five Easy Steps to Starting a Local Club

Step 1:

Review this information to learn everything you need to know to successfully begin a local club and sustain it as it begins to grow.

Step 2:

Develop a list of potential local club members. Here's how:

- Display a local club sign beside your cash register to catch your customers' eyes. Make a copy of a sign-up sheet and post it beside the sign to capture the names and addresses of interested customers. Hint: The best time to do this is during in-store events such as Hallmark Keepsake Ornament Premiere and Ornament Debut.
- National Keepsake Ornament Club members are prime candidates for local club membership!
- Mention the local club to customers who purchase Keepsake Ornaments, and ask them if they would be interested in adding their name(s) to the sign-up sheet.

Step 3:

Before hosting your first local club meeting decide:

- Have you generated enough interest to begin a local club? If you have names and addresses of 10-15 interested customers, the answer is yes!
- How often would you like the club to meet (monthly, quarterly, etc.)? Club members can vote later to change the meeting frequency, but you'll want to begin with a plan.
- What role will you, as retail sponsor, play in the ongoing life of the club? Some local club sponsors offer their store as a meeting space, host meetings, donate door prizes, provide party ware for refreshments and pay mailing costs for club newsletters. As a retail sponsor, Hallmark will send two mailings annually to share with your club members. This will help you be a source for meeting and activity ideas.
- Are you a national Hallmark Keepsake Ornament Club member? As a KOC member you'll receive special member benefits including the latest KOC news and opportunities to purchase club exclusive products. To sign-up, retailers may call Customer Support Services.
- Will the club elect officers? If so, what role will the club's officers play? Most clubs elect officers who lead the club. As a retailer, you provide ideas and support that the officers will put into action. Officers can plan and conduct meetings and put together club newsletters.
- How can you utilize your Hallmark store staff to help make your local club successful?

Step 4:

- Set the time, date and place for your first local club meeting. Communicate this with those who signed up as local club members.
- Consider having the meeting at your store. It's a location that customers are familiar with, and it reinforces your store's image as the place for information about Hallmark Keepsake Ornaments. If you can't meet in your store, consider local restaurants (which often have private rooms), libraries, churches, community centers or the home of a member.
- Choose a meeting time that is after regular business hours. If necessary, remember to check with the security staff in your facility to receive clearance for an after-hours meeting.
- Call, mail, or e-mail those interested in being a local Club member to announce the time, date and location.
- Post signs for this meeting in your store.

Step 5:

- Put together an agenda for your first local club meeting.
- Arrange for staff members to assist with the meeting, as needed.
- Provide nametags, so everyone can get to know each other.
- Put together a fun agenda. A suggested agenda follows these steps. Use it as a starting place, and add or subtract to suit your needs.
- Greet each guest as he or she arrives, letting each know how happy you are to see him or her.

Download the Keepsake Ornament Club Local Club Kit from www.kocmembers.com for more ideas.

LOCAL CLUB KIT



A Suggested Agenda for your First Local Club Meeting

- Welcome your guests by introducing yourself and offering beverages and snacks. Encourage the members to mingle with others before the meeting begins.
- After 10 or 15 minutes of mingling, ask everyone to be seated. Officially welcome everyone and thank them for their interest in your local club. Introduce your staff or others who have been helpful in planning for this first meeting.
- Ask for a volunteer to take the minutes of the meeting. No experience is necessary; a brief record is all you'll need. Have pencil and paper handy for the volunteer to use.
- Briefly tell about your ideas for the club, and some of the activities you have in mind to enhance club members' knowledge and enjoyment of their ornament collecting. Lots of suggestions are included below. Emphasize that being in your local club will be fun!
- Make a recommendation or take a vote about how often the club will meet during its first year, monthly, quarterly, etc., and when those meetings should take place. You may want to put the next meeting on everyone's calendars.
- Ask your guests to think about:
 - * A name for the new club (consider a 5-10 minute group brainstorm, then take a vote)
 - * Whether they would like the club to be a purely social organization or a more structured club that, for example, might work together on holiday projects for the community (listen to ideas, then take a vote.)
 - * Who would be good officers for the club? You'll be looking for a president, vice president and secretary. You also may want to elect a treasurer (in case you have fundraising projects and sell t-shirts or lapel pins)
- Ask for a show of hands who is a member of the national Hallmark Keepsake Ornament Club. You can also ask who is a charter member of the KOC – those joining in 1987. For those that are not national KOC members, pass out KOC membership brochures and remind them to give you the completed brochure at the end of the meeting or to call 1-800-HALLMARK to join.
- Consider doing another activity or have a drawing for additional door prizes.
- Thank everyone for coming. Invite them to the next meeting, and encourage them to bring friends.

LOCAL CLUB KIT



Guest Speakers

Here are some ideas about using guest speakers to add interest to local club meetings:

- Invite an area florist to create a table arrangement, wreath and/or other decorations using Hallmark Keepsake Ornaments that you provide. Ask the florist to bring his or her creations to a meeting. Give the florist's creations away as door prizes, or raffle them off and give the money to charity. Make sure that you give the florist an opportunity to pass out business cards and other information about the services that he or she provides.
- Have an internet savvy member host a meeting in his or her home to share their knowledge.
- Invite your local insurance agent to speak about insuring ornaments and other collectibles. Make sure the agent offers information about whether collections are covered under homeowners' policies and what kinds of records people should keep to facilitate claims. Let the agent pass out business cards or other information about services he or she provides.
- Invite your Hallmark sales representative to provide information about new Hallmark products and services.
- Ask your local librarian to make a presentation or to provide information that you can share about reference materials that deal with ornaments and other collectibles. Remember to ask club members about reference materials that they may own.
- Invite a well-known doll collector or car collector in your area to make a presentation about his or her collecting passion and to show items from their collection. If he or she is not already a member of your club, invite them to join your club.
- Ask for volunteers from your club to give presentations about how they organize, store and keep track of their ornaments.
- Contact another local club in your area, and invite the president and/or the retail sponsor to speak with your group. Ask them to share such things as favorite meeting ideas, fun activities and ideas for possible service projects. Offer to return the favor!
- Ask each club member to speak about his or her favorite Hallmark Keepsake Ornaments or about other favorite items in their collection. Take turns showing and telling about your favorites, including such information as when and where the favorite items were purchased, what attracted the club member to them, why they remain favorites and how much they're worth on the secondary market.
- Use your own expertise – or the expertise of one of your sales associates – to give a presentation about gift wrapping with ornaments. If you have available space, you could even let club members try their hand at creating beautiful packages during the meeting.

LOCAL CLUB KIT



After Your First Club Meeting . . . During Your First Year

During the first few months:

- Plan to spend a little extra time working with and transferring responsibilities to the club’s newly elected officers.
- Remember that, at some point, your club members probably will want to use their local club name on t-shirts, lapel pins and other items, as well as in publicity and newsletters. Take responsibility for making sure that the name chosen for your local club complies with the legal requirements in the enclosed sheet about Hallmark Trademark Guidelines. If all looks OK to you, proceed. Hallmark does not need to approve club names or logos.
- As soon as you elect a president and choose a club name, completely fill out the enclosed local club membership roster and mail it to the address on the form. Keep a copy for your records. Submitting a local club membership roster makes you eligible for local club benefits like:
 - *Special mailings. You get these mailings only after you turn in your roster.
 - *Collectively Speaking, the local Club newsletter which is available on koc members.com and HallmarkLink.com. It contains behind-the-scenes news from Keepsakes. Be sure to copy and distribute the newsletter to your club members or share it with them during your next club meeting.
- Continue to encourage club members to bring friends to meetings.
- After your local club is somewhat established consider your club’s needs for additional officers, such as a program chairman to help the local club sponsor and the other officers plan fun-filled meetings, a historian to keep a Club scrapbook, and a communications chair to help keep club members informed about meetings and other news.
- Plan special activities such as visiting each other’s homes to view holiday decorations or plan a meeting when members can bring Keepsake Ornaments to trade or sell among themselves.
- Get local club members involved when you have special ornament events in your store. For example, during Hallmark Keepsake Ornament Premiere and Ornament Debut.
 - *Invite your local club members to a midnight party; unveil the ornaments at 12:01 a.m. on the first day of Ornament Premiere, and let your valued club members have the first opportunity to make their selections.
 - *Invite local club members to act as “sales associates for the day” during Ornament Premiere. They can spread their collecting excitement and knowledge, and they can recruit new national and local club members.
 - *Invite local club members to help you serve refreshments during Ornament Premiere.
 - *Encourage your club to set up a table in your store to get the word out about the national Keepsake Ornament Club and your local club.
- Consider helping your club to develop a local club newsletter to keep your members in the know. Please put the national Club on your mailing list! We love to read about your news and views! Successful local club newsletters often include spotlights about members, recipes, craft ideas, holiday folklore, games, trivia, and greetings from the president and sponsor.
- Help begin the process for designing lapel pins, t-shirts or tote bags for your local club. You can help volunteers from your club find resources in the community to produce these items.
- Recruit guest speakers to add interest to your meetings. See the idea sheet about guest speakers.
- Plan to travel with your local club members to Hallmark-sponsored events.
- Plan a philanthropic project. Once your club is established, club members may wish to share their joy for the holidays by spreading the spirit of giving to others less fortunate. Select a charitable organization in your area, and elect a service chairperson to help organize and coordinate a service project.
- Keep a scrapbook of local club memories, including photos of club meetings and activities.
- Update the Local Club Membership Roster, and send in a new copy each year as requested in Collectively Speaking. All rosters must be received by January 31 each year.

LOCAL CLUB KIT



Hallmark Keepsake Ornament Trivia

1. In 1973, Hallmark first introduced Keepsake Ornaments. The first line consisted of ball ornaments and yarn ornaments. How many of the ornaments were yarn figures?
2. What year did Hallmark first introduce Keepsake Miniature Ornaments?
3. Name one of the longest Keepsake Ornament series.
4. What year were the first handcrafted Keepsake Ornaments introduced?
5. What current series features an adorable bear and penguin?
6. How many years has the Father Christmas series been in existence?
7. What was the inaugural year of the Hallmark Keepsake Ornament Club?
8. Joyce C. Hall founded Hallmark in 1910. What middle name does his initial "C" stand for?
9. How many reindeer are in the phone booth with Santa in the 1993 ornament, Room for One More?
10. How many locomotives were in the Tin Locomotive series?
11. Fabulous Decade is the first Keepsake Ornament series designed to commemorate a particular decade. What year did this series begin?
12. In what year did the Hallmark Keepsake Ornament Club hold its first national convention in Kansas City?
13. How many ball ornaments were in the Betsey Clark series?
14. What sports star was the subject of the first in the Football Legends series of Hallmark Keepsake Ornaments?
15. In what city and state is the Hallmark headquarters office located?
16. Which Hallmark Keepsake Ornament studio artist is known for sculpting the Snow Buddies series?

LOCAL CLUB KIT



Hallmark Keepsake Ornament Trivia Answers

1. 12
2. 1988
3. Here Comes Santa (1979 - 2003) or Frosty Friends (1980 – still currently produced)
4. 1975
5. Snowball and Tuxedo
6. Five years – as of 2008
7. 1987
8. Clyde
9. 8
10. 8
11. 1990
12. 1991
13. 13
14. Joe Montana
15. Kansas City, Missouri
16. Tammy Haddix

LOCAL CLUB KIT



Hallmark Trademark Guidelines

The following guidelines cover the use of Hallmark trademarks, names and logo designs. Please consider these guidelines when selecting a name and logo for your local club. It is not necessary to send club names or logos to Hallmark for approval.

1. When the Hallmark name is used in conjunction with or as part of any other group's name and/or logo, the following apply:
 - a. Groups may not use the name "Hallmark" in the distinctive Hallmark logo script typeface. Nor may groups use the Hallmark crown logo in conjunction with their own.
 - b. The Hallmark name always should appear in an acceptable typeface, such as Garamond or Helvetica. Avoid script typefaces.
 - c. The size of the capital "H" in "Hallmark" can be no larger than 1/6 the size of the organization's name or logo.
 - d. Groups may not add prefixes, suffixes or any other type of ending to the Hallmark name. (Unacceptable: Hallmarkers, Hallmarketers, Gohallmark)
 - e. Groups may not alter the configuration, spelling or layout of the Hallmark name. (Unacceptable: (Hall)mark)
2. Groups are not permitted to use the Hallmark-brand slogan, "When you care enough to send the very best," in conjunction with club name and logo.
3. Groups may not use "Keepsake Ornament(s)," which is a registered trademark, in conjunction with club name or logo. The name "Keepsake" can be used if the word "Ornaments" does not directly follow. (Acceptable: Kentucky Keepsake Collectors)
4. Groups may not use the name "Hallmark Keepsake Ornament Club" in conjunction with club name or logo. Any of these words may appear singularly or in conjunction with other names, but cannot appear all together.
5. The Hallmark Keepsake Ornament Club logo may not be used in another group's logo.
6. When using, producing or reproducing Hallmark Keepsake Ornament designs in your club's logo or printed materials for communication, advertising or publicity, the following guidelines apply:

Groups may not use licensed properties to form any part of their club logo. Licensed properties are characters or logos that are the property of other companies. For example, Mickey & Co. and the LOONEY TUNES characters are licensed properties that belong to Disney and Warner Bros., respectively.

Hallmark Keepsake Ornament designs along with your club name and logo may not be used on:

 - a. Items to be produced and distributed for wide commercial use.
 - b. Items that directly compete with Hallmark Keepsake Ornaments.
7. When using the names of individual Hallmark Keepsake Ornaments in a logo, club name or for other purposes, these names should be set off from other words by typesetting, quotation marks, boldface or another form of notice.
8. Hallmark reserves sole discretion to revoke any permission to use its designs at any time

LOCAL CLUB KIT



Contact Information

To send correspondence to the national Hallmark Keepsake Ornament Club, submit an individual member's address change, request information about starting or sponsoring a local club, or to join the club or renew your membership:

Write:

Hallmark Keepsake Ornament Club
Mail Drop 166
P.O. Box 419824
Kansas City, MO 64141-6824

Call:

1-800-HALLMARK

To submit photos or information for possible inclusion in the *Collectively Speaking* newsletter or the *For Keeps* magazine (Note: letters, photos and other submissions will not be returned), please use the above-mentioned mailing address. For more information on Keepsake Ornaments, visit Hallmark.com.



Interested in learning more about a *local*
chapter of the
Hallmark Keepsake Ornament Club?
Ask us for details!



Yes, I am interested in learning more about a *local chapter* of the Hallmark Keepsake Ornament Club!

Name: _____

Address: _____

City/State: _____

Zip: _____

Daytime Phone: _____

Email: _____

KOC #: _____

Name: _____

Address: _____

City/State: _____

Zip: _____

Daytime Phone: _____

Email: _____

KOC #: _____

Name: _____

Address: _____

City/State: _____

Zip: _____

Daytime Phone: _____

Email: _____

KOC #: _____

Name: _____

Address: _____

City/State: _____

Zip: _____

Daytime Phone: _____

Email: _____

KOC #: _____

Name: _____

Address: _____

City/State: _____

Zip: _____

Daytime Phone: _____

Email: _____

KOC #: _____

Name: _____

Address: _____

City/State: _____

Zip: _____

Daytime Phone: _____

Email: _____

KOC #: _____



State: _____
Number of Members: _____

**NEW LOCAL CLUB ROSTER
MEMBERSHIP INFORMATION**

Name of Club: _____

Retail Sponsor

Account Number: _____

Store Contact Name: _____

Store Name: _____

Store Mailing Address: _____

City, State, Zip: _____

Phone Number: _____

Fax: _____

Email: _____

Local Club

Contact (other than listed above): _____

Mailing Address: _____

City, State Zip: _____

Daytime Contact Number: _____

Email: _____

Please keep a copy of this roster for your records. There are two ways to submit your roster, you can e-mail your roster to kocmembers@hallmark.com **OR** you can mail a printed copy to:

Hallmark Keepsake Ornament Club
Local Club Program – Mail Drop #166
PO Box 419580
Kansas City, MO 64141

All rosters must be received by January 31 in order to be eligible for local club benefits. Confirmation postcards will be returned for rosters mailed to the address above. For rosters submitted via e-mail, you will receive an e-mail confirmation in place of the postcard confirmation.

A file containing the name of each local club is posted on kocmembers.com. In addition to the name of your local club, the file contains the local club contact name, address and phone number. If you do not wish for your personal information to be listed, please indicate this by checking the statement below.

Do not list my personal contact information on kocmembers.com

New Local Club Membership Roster
Local Club ornaments will only be sent for members with KOC # included on roster!

Please make additional copies as needed to submit a complete roster of your local club members.

Name: _____

Address: _____

City/State: _____

Zip: _____

Daytime Phone: _____

Email: _____

KOC #: _____

Name: _____

Address: _____

City/State: _____

Zip: _____

Daytime Phone: _____

Email: _____

KOC #: _____

Name: _____

Address: _____

City/State: _____

Zip: _____

Daytime Phone: _____

Email: _____

KOC #: _____

Name: _____

Address: _____

City/State: _____

Zip: _____

Daytime Phone: _____

Email: _____

KOC #: _____

Name: _____

Address: _____

City/State: _____

Zip: _____

Daytime Phone: _____

Email: _____

KOC #: _____

Name: _____

Address: _____

City/State: _____

Zip: _____

Daytime Phone: _____

Email: _____

KOC #: _____