

An Introduction for the Classroom Teacher/ Adult

Congratulations on becoming part of the weird and wonderful world of gadgetry. In simplistic terms, a 'Gadget Shop' gives your school the opportunity to fundraise by selling scientific/ mathematical toys that compliment aspects of the National Science and Maths Curriculums. At least 10% of all sales go directly to your school.

The 'Gadget Shop' revolution is hitting schools right across the country; through their fundraising activities, schools are reporting massive successes and we hope that your school can achieve this too.

But a 'Gadget Shop' has always been about much more than simply raising money for schools; one of our three primary aims is to help children to develop an understanding of the lives of entrepreneurs, focusing on marketing and advertisement. That's why we've invented this resources pack.

The Primary Curriculum for England notes in all of its KS2, subject specific documentation that teachers should be actively engaged in 'Promoting other aspects of the curriculum...' such as '...enterprise and entrepreneurial skills...'

Here at Popcorn Education (the secret secluded Cornish warehouse, where we test out all of our wonderful gadgets) we realise that teachers need a little help to fit all of this into their busy schedules. We hope that you enjoy using our activities pack.

Enclosed are five unique marketing suggestions. Each activity is designed to be used by a classroom teacher, or subject co-ordinator. However, each resource can be enhanced through the involvement of a small group of pupils. Of course, should you wish to, there is no reason why you cannot use the activities with a whole class. However, the final activity, Wicked 'Word of Mouth', is most successful when as many people as possible are involved.

If you have too little time to complete all of the activities, we suggest that activities 1, 2 and 3 are the most important; ultimately, we all want your 'Gadget Shop' to be a success and these activities will help you to fulfil this goal. Failing all else, we believe that activity 1 is essential to complete if you wish your 'Gadget Shop' to be a success.

Should you have questions or queries regarding this pack, please contact support@popcorneducation.co.uk for further information.

Activity 1: An Awesome Assembly

A whole school assembly is the best way to deliver a clear message to a large group of pupils and teachers all at once.

Business Success Story

Thinking laterally, we're talking about Dragon's Den here. It's the BBC series reincarnated; only this time there's tens or hundreds of little dragons staring up at the entrepreneur (you). Let's not get complacent though, a great assembly pitch can truly make or break your sale. Read the advice below and get it right!

Success Criteria

So what do you want from your assembly? To get the children enthused? To let your potential customers know the prices and availability of your products? Follow these simple steps to true assembly perfection.

- Introduce your assembly by putting our FREE 'Gadget Shop' poster on the big screen. Bring along a sample of each gadget and put it on clear display at the front; perhaps ask a group of children to hold the gadgets in seats near the front of the hall.
- Explain the three main purposes of a 'Gadget Shop': to teach children about being entrepreneurs (business owners), to raise money for your school and to inspire a love of science/ Maths.
- Demonstrate one, two or three of your gadgets to the assembled crowd (make sure you've practiced with these before the assembly). Explain the key features of the gadget (what makes it cool) and what the children can do with the gadget if they buy one. Always use second person (you) to enthuse the children.
- Finally, don't forget to let your pupils know when your stall is running and how much they're allowed to spend at the stall.

Follow Up

Go to each class in the school and carry out one further demonstration. Remind pupils of the gadgets you'll have for sale and how much they cost.

Involving the Pupils

Pupils can be involved in this activity very easily. They can even run the assembly for you, taking turns to present one of the success criteria listed above.

Resources

- Use three gadgets from your kit (you can still sell them once opened).
- A digital copy of your FREE 'Gadget Shops' poster, found on your CD-ROM.

Activity 2: Lovely Letters

If parents are well informed and supportive of your sale, life suddenly becomes much easier for you and much more successful for your 'Gadget Shop' sale.

Business Success Story

Letters are time consuming and expensive. Nevertheless, if you have a small enough target market, they can be made personal and the results can be very effective. Northern Nevada based charity 'Keep Truckee Meadows Beautiful' made the switch from an organisation-focused letter to a customer-focused letter, and experienced great success.

Success Criteria

Letters can sometimes be a pain to write; luckily we've drafted a template for you. Print it out as it is, or copy and rewrite your own version, personalised to your school and your sale. A successful letter, to market your 'Gadget Shop' will have some of the following features:

- Information relating to the purpose of your sale (to fundraise for your school and to inspire a love of entrepreneurial spirit and science/ Maths). Don't forget to use those second person pronouns (you).
- Information relating to the date, time, location and additional rules of your sale. Don't forget to use those second person pronouns (you).
- Information relating to the average cost of a gadget and/ or the maximum value that pupils are allowed to spend.
- Information relating to the types of gadgets for sale, with some examples.

Follow Up

Although you're unlikely to want to send a second letter, why not ask your class if they gave the letter to their parents/ carers. Did they read the letter together? Did they discuss the assembly you delivered the previous day? Do they have any feedback from their parents in relation to the price/ quality of the items on sale?

Involving the Pupils

Retyping the letter (if you intend to edit it) could be a real bore. Why not ask your pupils to rewrite it for you, editing and adapting it in a small, peer group?

Resources

Use our letter template, found in appendix A, below.