How to Survive Your School Sign Project
by Golden Rule Signs © 2012

- Identify who needs to be involved
  Does the Principal, maintenance/facility team, business officer/administration need to approve the location, design or budget?

- Assign a Team Member to be responsible for contacting vendors.
  Having multiple team members pursue vendors for quotes might seem more efficient, however this often leads to communication errors and largely varying specifications and pricing.

- The Team Member should initially work with 1 vendor only to establish a design, size and specifications which can then be used as a basis for obtaining comparable quotes. Your vendor should ask you questions like: Do you want the sign to be single sided or double sided? Is this going to be an entirely new sign or will we re-use an existing pole, monument or wall? What is the speed limit where your sign will be located? How many lines of text do you want at a maximum?

- Set a deadline or due date for the quotes to be obtained and schedule a meeting for the Team Member to present the quotes.
  Standard sign projects take no more than 48 hours to quote. If a potential vendor takes more than 1 week to present a quote - it is likely a reflection of how your project would be carried out by them. We recommend setting a meeting 2 weeks after the Team Member is assigned the task of obtaining quotes.

- The Team Member should obtain a minimum of 3 quotes.
  Demanding the same pitch and matrix from each potential vendor will ensure that you are able to make an “Apples to Apples” price comparison between proposals. Is shipping included? Is installation included? What is the warranty? Are software updates free?

- Keep your meeting productive.
  Allow the Team Member to present the pricing from each vendor and explain any deviation from the initial specifications you requested. Most vendors will supply a rendering or image of what your sign may look like. Do not dwell on the artistic features of the rendering (such as fonts, shading, colors, mascots, logos or wording) as these can be changed easily with little or no impact on price.

- Take notes.
  Assign a secondary Team Member (perhaps the Secretary) to record questions asked by the meeting attendees. Primary Team Member should collect answers and distribute by email or secondary meeting if necessary.

- Select a Vendor.
  Make sure you have a firm understanding of what is provided and during the evaluation process you were comparing Apples to Apples quotes. Determine the vendor you wish to use for this project. Obtain any necessary approval from school administrators or purchasing personnel.

- Moving Forward.
  If you are financially prepared to purchase the sign, proceed with ordering the sign and finalizing artwork changes with the selected vendor. If, however additional fund raising is required we suggest setting a goal, time line and written plan for securing the necessary funding.

If you have any questions regarding your project or this process please do not hesitate to call us toll free at 1-800-732-9886.