

FUNDRAISING WITH T-SHIRTS



AGENDA

- Why t-shirts?
- Creating and choosing the art
- Apparel choices
- How to price
- Promoting your fundraiser
- Print & deliver



Layout QEV-118 customized with a team name

WHY T-SHIRTS

- Popular with almost everyone
- Something the buyer wants and will use
- Creates team or school spirit
- Unites a group



FUNDRAISING OPPORTUNITIES

- School groups (PTA, Booster Club)
- Teams
- Churches
- Disaster relief
- Election/levy
- Non-profit community group
- Awareness/social movement
- Memorial



CREATING YOUR DESIGN

Things to consider:

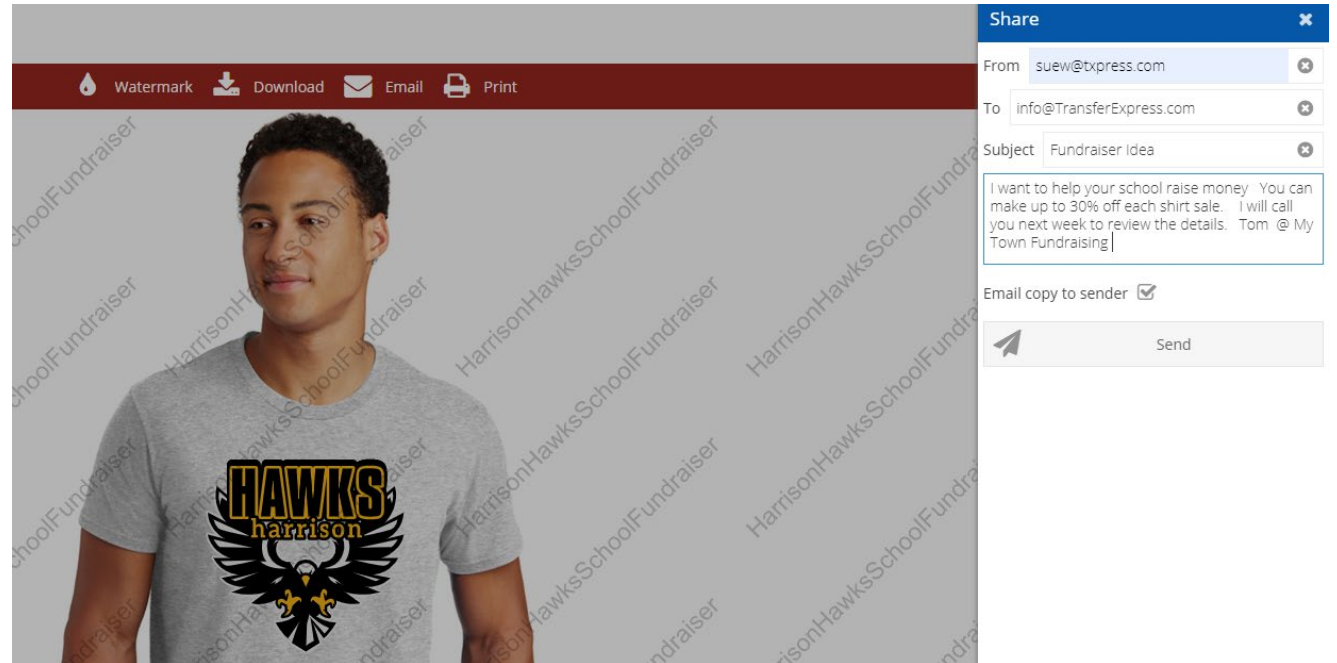
- Team or school colors
- Existing logo
- Will it print for a left chest and full front giving you bang for your art buck



This art works as full front, left chest, women's fashion size and I have text only HAWKS for sleeve and cap. For every sheet I can print 5 items!

CREATING YOUR DESIGN

- Use Easy View
 - It's free
 - Create art in seconds
 - We've done the legwork, choosing and creating popular looks, no need to reinvent the wheel
 - For unique logos—add your art onto the artboard
 - Custom Clip Art option if you will be using on 2 or more orders
 - Free mock-ups on shirts to show your customer.
- Watermarked for your protection



CREATING YOUR DESIGN

Prospect with the built in share option

Use your name as the watermark so they know who sent this to them



APPAREL CHOICES

- Choose from one supplier to reduce YOUR shipping costs
- Cover your bases – t-shirt, hoodie, women's fashion, bag, and pants
- Optimal choice 5-7 items



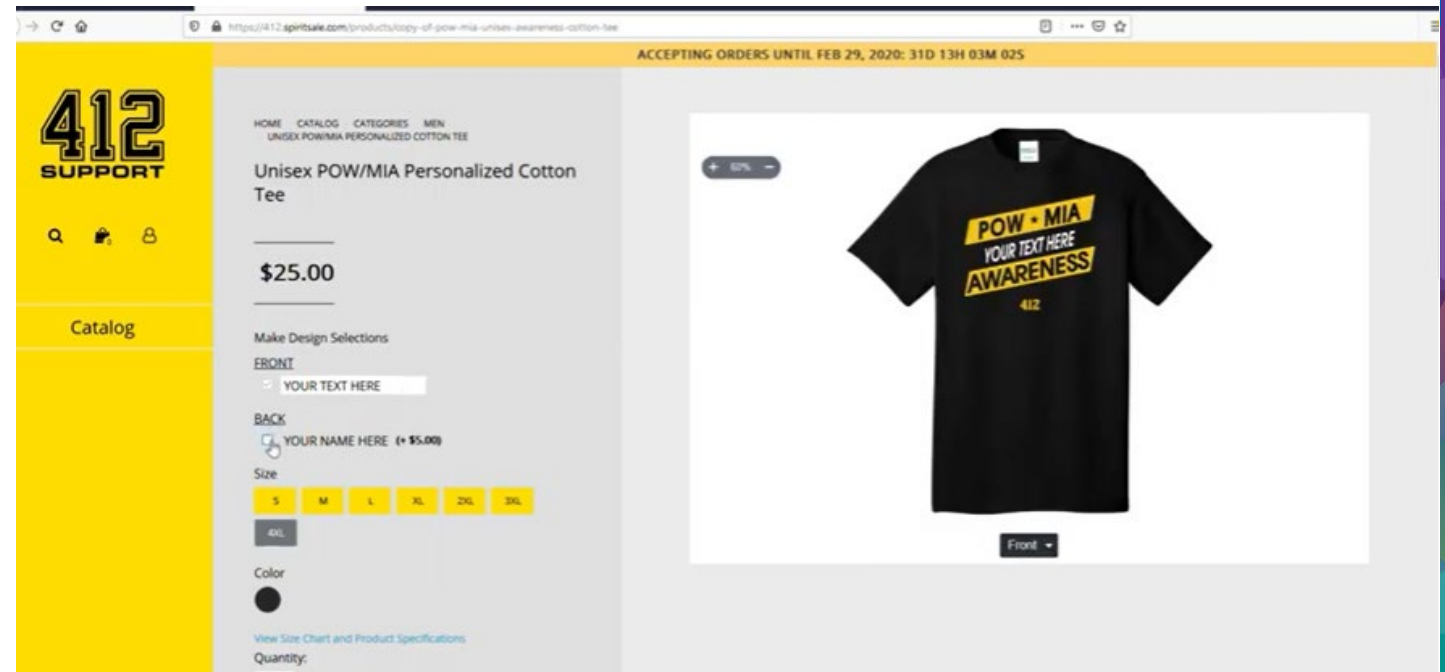
APPAREL CHOICES

Sale Method

- Onsite
 - keep to the neutrals so you can use leftovers (white, ash)
- Online
 - Opens up the sale to a bigger audience
 - Allows you to gather the sale and then order giving you optimized pricing

Sizes

- Do you need youth?



HOW TO PRICE

Prospecting letter

Agree to how much the organization will get based on sales

Recommend setting minimum order

I'm _____ and I can help you sell custom apparel for your school sale, and you will make money on it. Once your design and apparel choices are approved, we will create a sale website link where your school families can login and order. We will deliver a week after the sale ends.

Don't worry, we will handle the payment processing and help you with marketing materials. During the sale days, we will send you a weekly report to let you know how it is going.

- Sell \$8000 or more - Collect 35% of the sales
- Sell \$4000 or more - Collect 30% of the sales
- Sell \$2000 or more - Collect 25% of the sales
- Sell \$1000 or more - Collect 20% of the sales
- Sell \$999 or less - Collect 15% of the sales

HOW TO PRICE SAMPLE APPAREL

Big decision - do you pre-print sample apparel

Considerations:

- Helpful with sizing
- Will potential buyers see the samples?
- Do you charge for them?
- Will it increase the sale

If you decided yes, we recommend ordering 25 transfer sheets to print them up. Any sale that has decided to go with sampling should be able to sell that many, and you will get better pricing.



HOW TO PRICE

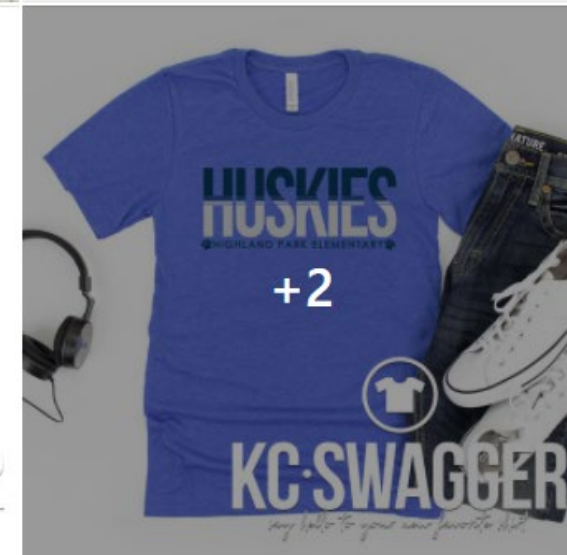
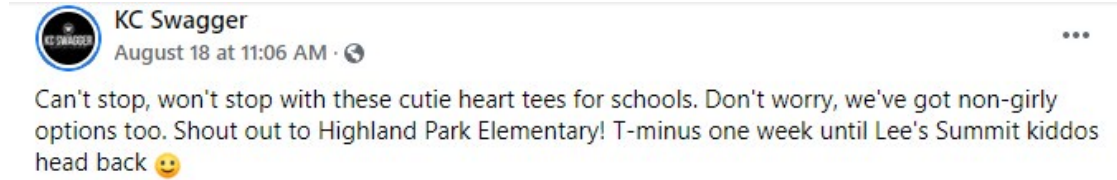
- Promote where the proceeds will go to—potential buyers will be more likely to pay more since it is a good cause
- Be sure you have costs covered, plus group's commission plus your profit.
- Set price based on 25 sales or minimum agreed upon with fundraiser organizer

Example:

T-Shirt Cost	\$3
Print Cost	\$3
Commission (25%)	\$3.75
Your "Take"	
(Profit plus labor)	\$5.25
Selling Price	\$15

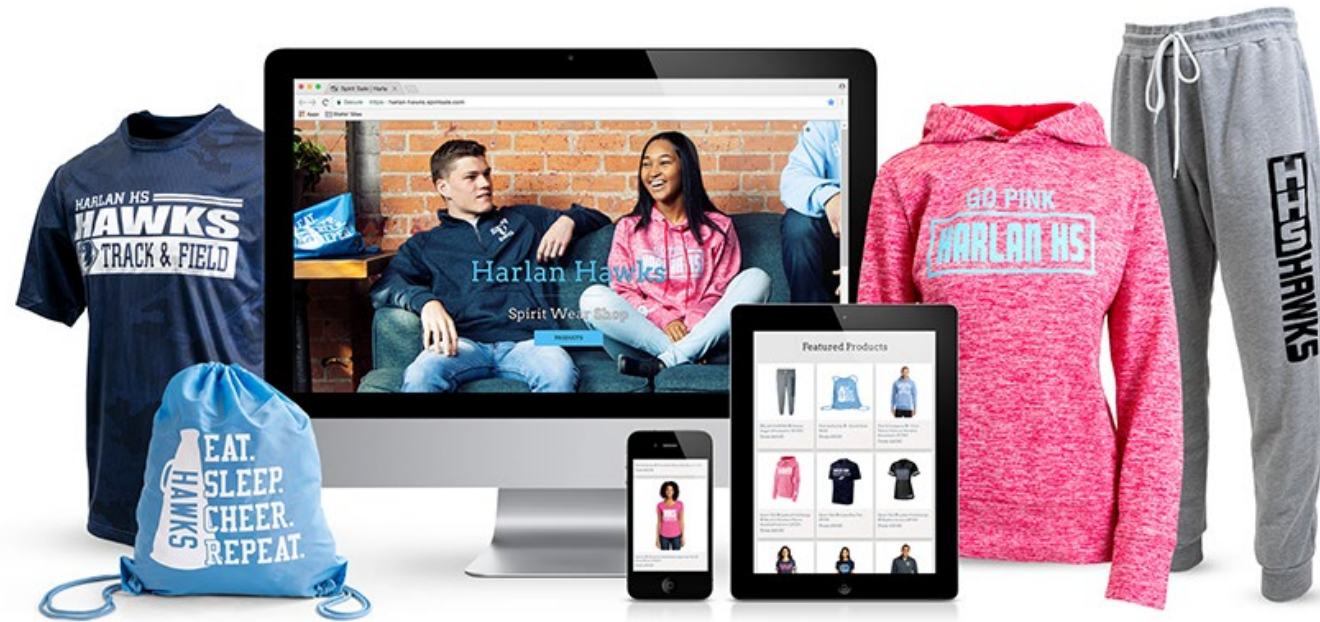
PROMOTING YOUR FUNDRAISER

Social Media



PROMOTING YOUR FUNDRAISER

Spirit Sale



PROMOTING YOUR FUNDRAISER

Order Forms

Gladiators Sample Order Form

Order Form

Name: _____ Phone: _____



100% T-SHIRT										
SIZES	YS	YM	YL	S	M	L	XL	2XL	3XL	Total
PRICE EACH	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$11.50	\$12.50	
RED										
BLACK										



HOODED SWEATSHIRT										
SIZES	YS	YM	YL	S	M	L	XL	2XL	3XL	Total
PRICE EACH	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$22	\$23	
RED										
BLACK										



BASEBALL TEE										
SIZES				S	M	L	XL	2XL	3XL	Total
PRICE EACH				\$16	\$16	\$16	\$18	\$19		
RED/GREY										
BLACK/GREY										



Blend Quarter-Zip Pullover										
SIZES				S	M	L	XL	2XL		Total
PRICE EACH				\$35	\$35	\$35	\$35	\$37		
RED										



TRUCKER CAP										
SIZES	ONE SIZE									Total
PRICE EACH	\$15									
BLACK/WHITE										
RED/WHITE										

MAKE CHECKS PAYABLE TO NORTHERN GLADIATORS



T-Shirt Order Form

The t-shirts are royal blue with a yellow panther (design shown below) on the front. Please refer to size chart for accuracy. Checks should be made payable to **Pine View Middle School PTSA** and attached securely to the order form. Please return order form with payment to the office/front desk.

Please indicate quantity of each size:

Youth sizes: S _____ M _____ L _____ XL _____

Adult sizes: S _____ M _____ L _____

Total # shirts _____ x \$10.00 each = \$ _____



SIZE	YS	YM	YL	YXL	AS	AM	AL
CHEST	32	34	36	38	36	40	44
LENGTH	20	22	24	26	28	29	30

Student Name: _____

Homeroom/First Period Teacher: _____

Contact Name: _____

Contact Phone: _____

Questions? Contact Margarida Wainraich at MargaridaW@aol.com

PRINT & DELIVER

Once sale ends

- Order transfers
- Order shirts

Optimize your gang sheet!

Ship or deliver to group (be sure this is discussed before starting the sale)



THANK YOU FOR ATTENDING

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

- Email us – info@transferexpress.com
- Call us – 1-800-622-2280
- Read and Subscribe to our Blog - blog.transferexpress.com/
- Watch our videos and previous webinars – TransferExpress.com/Webinars
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