

10 TIPS FOR SELLING SCHOOL SPIRITWEAR



AGENDA



Identifying Your Audience

Student Organizations

Staff Shirts

Creating Your Artwork

Using Mockups

Personalization

Pop-up Shops and Events

Online Stores

Using Social Media

Apparel Choices

Today's Agenda



Identifying Your Audience

Things to Consider:

Students

Parents

Staff

Alumni

This helps you define artwork and apparel choices.





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School Organizations

Tip: The easiest way to get in the school business is to start with a school organization. Typically, each has its own decision maker.

- Student Government Association (SGA)
- Athletic Boosters
- Debate Club
- Band
- Student Newspaper
- Drama Club
- Music Club
- Dance Team
- Environmental Club
- Science Club
- Chess Club

- Robotics Club
- LGBTQ+ Alliance
- Entrepreneurship Club
- Cultural Diversity Club
- Community Service Club
- Film Club
- Photography Club
- Creative Writing Club
- Choir
- Sports Club
- Language Club





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Staff Shirts

Ideas

Uniform

Team Building

Theme Weeks

Appreciation

Tip: These are typically 100+ quantity orders!



Using Mockups

Tips for Using Mockups

Great way to start selling without a purchase

Good content for social-Pick Your Favorite

Upload your student models-take photo with them wearing a blank t-shirt in school color

Test color and design choices

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Adding Personalization

Ideas for personalization:

Name

Relationship (Mom, Dad, Brother, Sister)

Class year (2023, 2024)

Class status (Senior, Junior, Kindergarten)

Tip: Adding Personalization is an easy way to add to profits, most customers charge \$5 for a name that cost \$2!



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Adding Personalization

Tip: Add the extras to your gang sheet for free!

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Pop-Ups and Events

Print on Demand:

- Reduce Financial Risk
 - Less printed inventory
 - Transfers/Blanks on hand to print as sold
- Interactive
 - Customers have choice and feel involved in the process.
- Personalization
 - Unique Placement
 - Customized Gear





Pop-Ups and Events

Event Tips

Have pricing and choices displayed

Use bins to store blanks

School sales are usually easier-2 school colors and white

Check Electrical for Heat Press

POS device-Square etc



Pop-Ups and Events

Pop-Up at School Events

Sports events

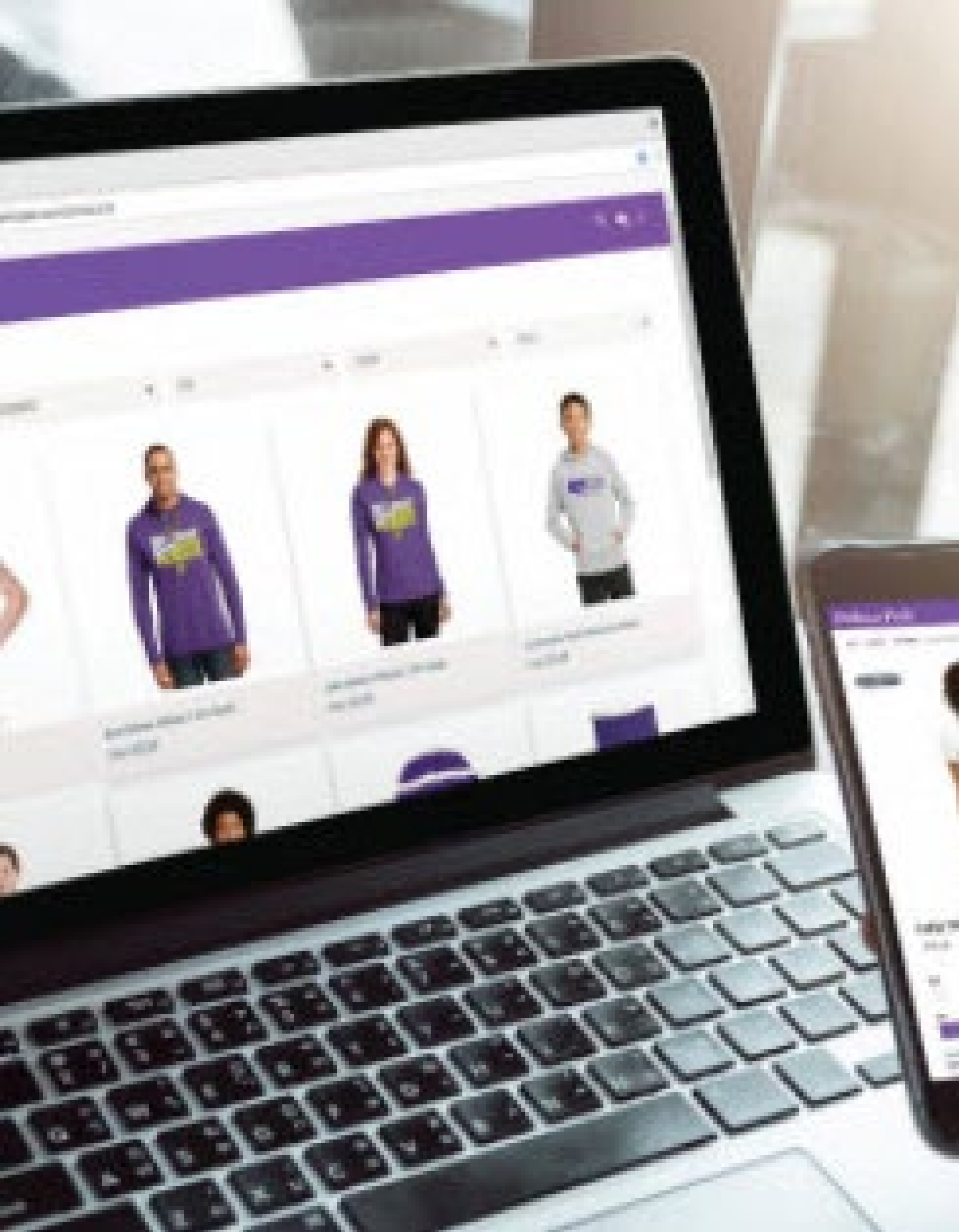
Kindergarten/Freshman Orientation

Open House/Parent's Night

School Carnival

Book Sale





Online Stores

Advantages of an online store

- Easy way to gather sales to optimize price breaks
Example Sale ends October 1.
- Spirit Sale has no limit to the number of stores you can create, flat annual fee
- Helps with inventory
- Helps with Invoicing
- Your Spiritwear is available 24/7





Social Media

Gets your message to the audience

- Facebook for parents
- TikTok/Instagram to reach students
- Tip: Kickoff the start of a new spirit sale with a Facebook Live and TikTok





Apparel Choices

What should I sell at my spirit wear sale:

T-Shirts

Hoodies

Crewneck Sweatshirts

Caps

Rally Towels



The Heat Transfer Guide: **WHAT TO USE WHEN**

APPAREL QUANTITY
(Based on one full-front design)

6 | 12 | 24 | 36 | 48 |



Transfer Choices

Tip: UltraColor Max has no minimum order, so it is a great way to show a customer a printed sample!

What To Use When Guide Included in Welcome Kit (with a whole bunch of free samples too!)





Your Advantage

Start Local / Shop Local

What sets you apart from National Online Shops?

Price / Turnaround / Services / Options
Ease of Use / Low Minimums / Finishes

Build Relationships: Support PTA, Athletic Booster
Donations / Sponsorships



THANK YOU.

Any Questions?



Q&A

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