

RUNNING A T-SHIRT FUNDRAISER



AGENDA



Popular T-Shirt Fundraiser Causes

Designing the Art

Choosing A Fundraiser Platform

Setting Profit and Price Margins

Marketing Your Fundraiser

Fulfilling the Orders

Today's Agenda



Why T-Shirts?

- Everyone wears printed apparel
- Attractive to a wide audience
- Sense of belonging, unites the group
- Visible advertising
- Low barrier to entry-reasonable



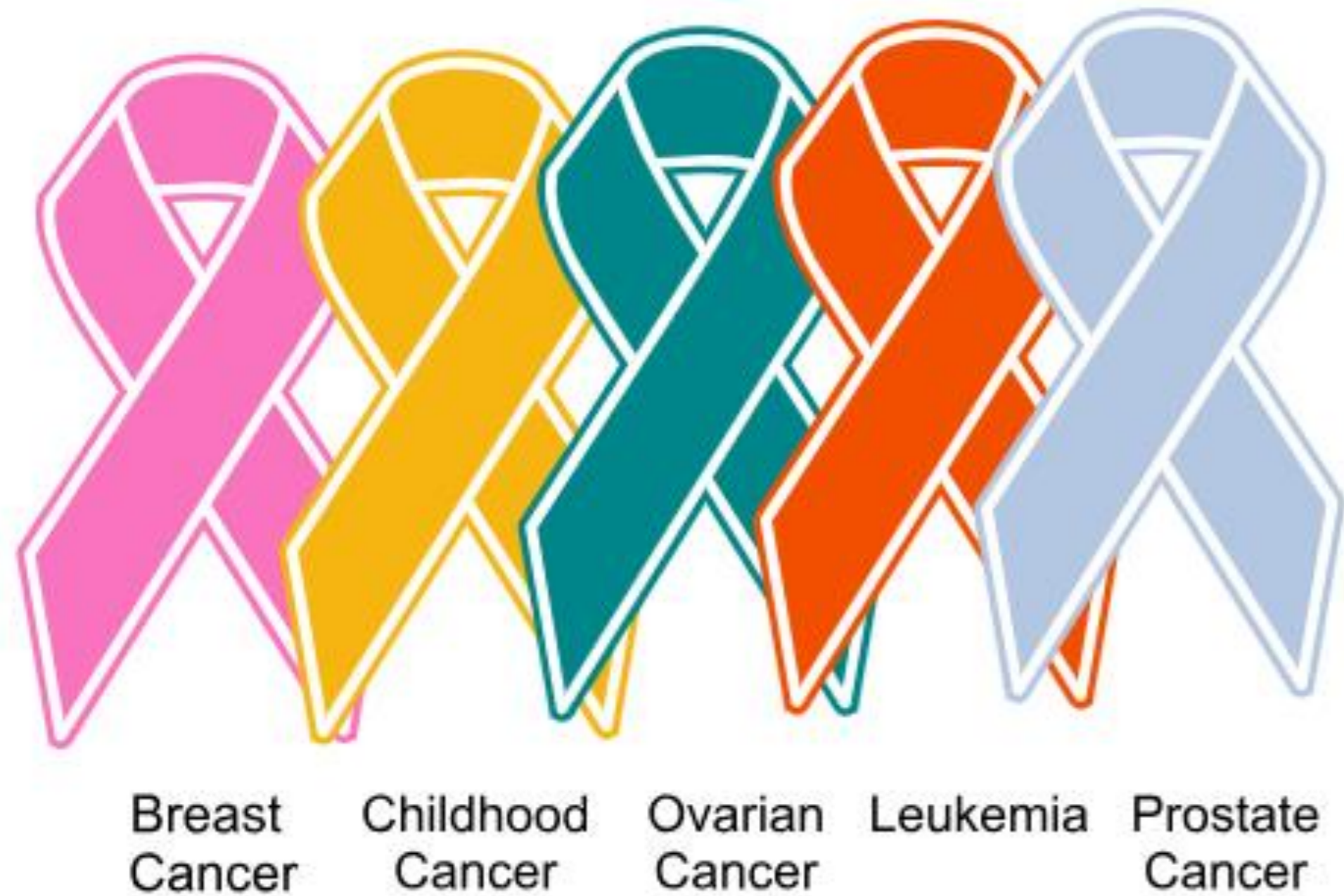


Top 10 T-Shirt Fundraiser Causes

- Schools
- Teams
- Medical Research
- Disaster Relief
- Animal Welfare
- Hunger/Poverty Relief
- Environmental Conservation
- Mental Health Awareness
- Arts and Culture
- Veterans Support



Easy View Tips



- Ribbon Choices, any color and size
 - Clip Art X17B-530
- Categories for the Cause
 - School
 - Sports
 - Fundraiser
 - Events
- Use Mock-Ups for Feedback
(no purchase necessary)



Let's Take A Look-Easy View

The screenshot displays the 'Browse Layouts' interface on the STAHL'S TRANSFER EXPRESS website. The interface includes a left-hand navigation menu with options like 'Get Started', 'Edit', 'Add Text', 'Add Clip Art', 'Add Layout', 'Upload', and 'Mock Up'. A central sidebar lists various categories such as 'Dealer Only', 'Basic', 'School', 'Sports', and 'Occasions', with 'Fundraisers' currently selected. The main area shows a grid of 20 layout thumbnails, each with a unique design and a corresponding ID number. Each thumbnail also features a heart icon with a plus sign, indicating a 'favorite' or 'like' function.

Layout ID	Design Description
3D-565	Neurodiversity. Different, not less.
3D-564	neurodiversity is NATURAL
QFD-80	Not All Great Minds Think Alike
3D-563	EMBRACE Neurodiversity
3D-495	LET'S TACKLE BREAST CANCER
QFD-79	Warrior Compton's Fight
3D-493	SUPPORT HOPE for a Cure
QFD-75	I wear Pink for my Sister
QFD-78	believe TOGETHER WE FIGHT
QFD-77	HIKE-A-THON COMPTON TRAIL AND RACE
QFD-76	Compton Gaming Club ROLL WITH ADVANTAGE
QFD-74	FUND OUR FUTURE COMPTON SCHOOL DISTRICT
QFD-73	Stronger than CANCER FIGHTING FOR SOPHIA
QFD-72	Locals Support Locals COMPTON SMALL BUSINESS FUNDRAISER
QFD-71	Stay Strong COMPTON RELIEF FUND
QFD-70	SPRING FUN RUN APRIL 21 2023 5K
QFD-69	RUN FOR FUN COMPTON COUNTY 5K
QFD-68	In a world where you can be anything...be Kind COMPTON AUTISM FUNDRAISER
QFD-67	Autism Fundraiser COMPTON COMMUNITY CENTER
QFD-66	I Love Someone with Autism



Let's Take A Look

The screenshot displays the STAHL'S TRANSFER EXPRESS design tool interface. The top navigation bar includes 'New', 'Open', 'Add', and 'Save' buttons, along with a progress indicator showing '1 Design', '2 Options', and '3 Review' steps. The left sidebar contains navigation options: 'Get Started', 'Edit', 'Add Text', 'Add Clip Art', 'Add Layout', 'Upload', and 'Mock Up'. The 'Edit' panel is active, showing settings for 'Font' (Multiple Fonts), 'Color' (with a color palette), 'Width' (11.8 in), 'Height' (8.43 in), and a checked 'Resize Proportionally' option. Below these are settings for 'Pattern Fill' (None), 'Outline' (1 Applied), 'Distress' (None), and 'Applied Effects' (Shape). The main workspace shows a design on a 'Sheet (11.25 x 14)' with a toolbar for 'Object', 'Align', 'Arrange', 'Art Board', 'Zoom', and 'Trash'. The design features a pink football with a white laces and a pink awareness ribbon on it. The text 'LET'S TACKLE BREAST CANCER' is written in large, bold, pink letters with a black outline, and 'ST. EDWARD EAGLES FOOTBALL' is written in smaller black letters below it. A dashed box indicates the design area. At the bottom left of the workspace, there is an 'Apparel Color' selector.

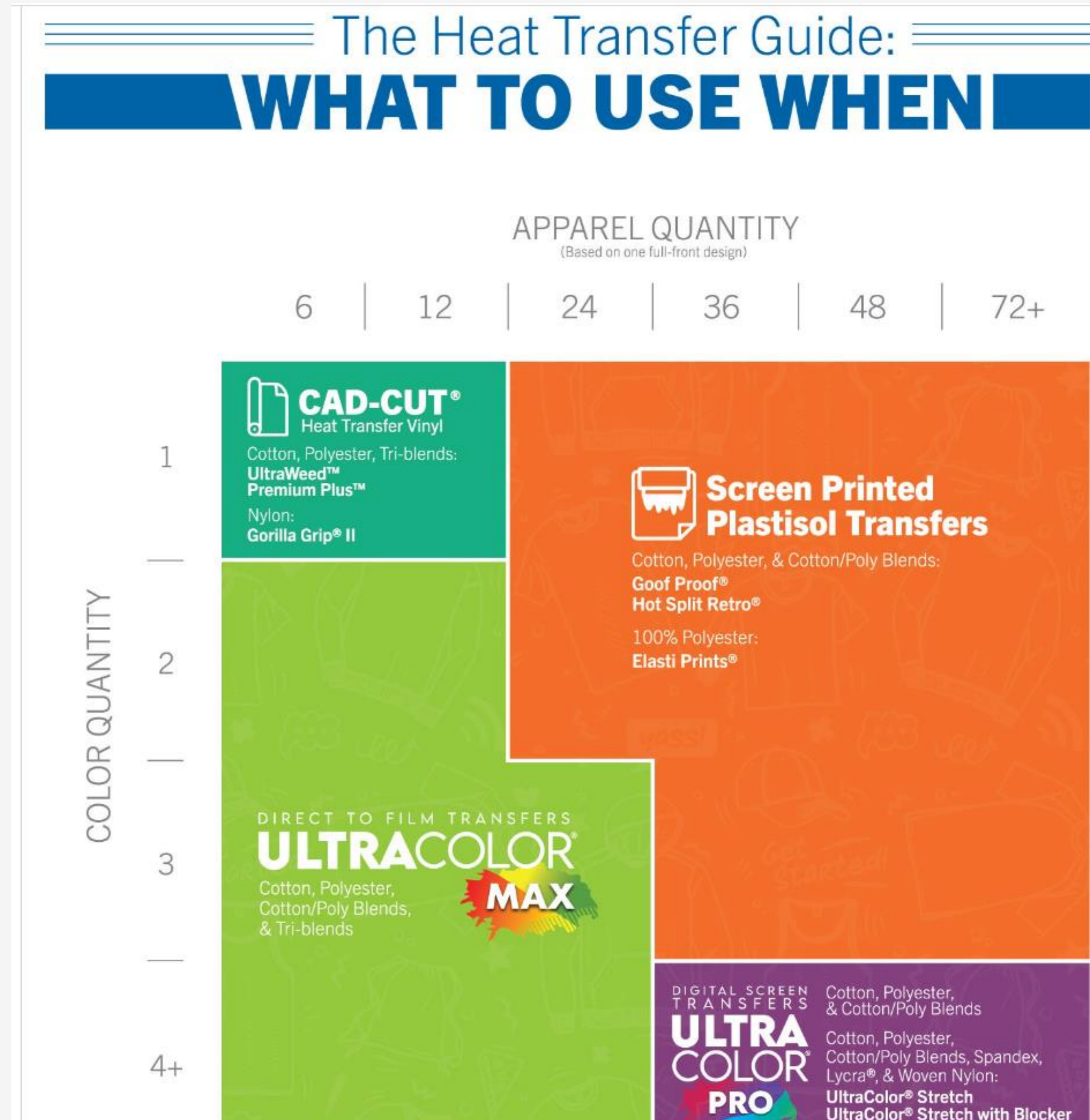


Let's Take A Look

The screenshot displays the STAHL'S TRANSFER EXPRESS design tool interface. At the top, the logo is on the left, and navigation buttons for 'New', 'Open', 'Add', and 'Save' are in the center. On the right, a progress bar shows three steps: '1 Design' (active), '2 Options', and '3 Review'. A vertical blue sidebar on the left contains icons and labels for 'Get Started', 'Edit', 'Add Text', 'Add Clip Art', 'Add Layout', 'Upload', and 'Mock Up'. The main workspace is divided into two sections. The left section, titled 'Choose Design Elements to Mock Up', includes tabs for 'Entire Design' and 'Selection Only', an 'Add Background' section with options to 'Upload My Own', 'Use Apparel', and 'Browse Stock', and a 'Watermark' section with a toggle and a text input field. At the bottom of this section are 'Clear Background' and 'Download' buttons. The right section features a large image of a man wearing a yellow t-shirt with a graphic design. The design on the t-shirt reads 'LET'S TACKLE BREAST CANCER' in bold, pink and black letters, with a pink ribbon and a football icon. Below the main text, it says 'ST. EDWARD EAGLES FOOTBALL'.



Let's Take A Look



QMU-65





Choosing Your Fundraiser Platform

- In-person event
 - Promote where you will be
 - Promote items you will carry
 - Event your target audience will attend



Choosing Your Fundraiser Platform

- Spirit Sale or other webstore
 - Easy to run
 - Spirit Sale has unlimited stores with no transaction fees
 - Can show how much is made each day

We started a t-shirt fundraiser for baby Liam! ❤️

██████████ has been in the NICU in WVU Children's Hospital for 5 months now. He was born on 03/02/23 at 25 weeks, weighing 1 lb and 8oz. Everyday has been a challenge and he has been such a strong fighter from the beginning. In hope to help with some of the burden of the cost, we wanted to do a fundraiser!

Please be so kind to share this link, and spread the word for this very special family!

If you could help support this family and buy a shirt/sweater/long sleeve shirt/sweatshirt, we would appreciate it so much. Thank you all in advance. ❤️❤️❤️

The link will be available until August 24th.

<http://www.affordablesignsunlimited.com/vendors/>

Choosing Your Fundraiser Platform

- Social Media
 - Tell the story
 - Show the shirt
 - How to order





Profit and Price Margins

- Percentage to the cause (surveyed customers say the average is 10%)
- Flat rate (\$3-\$5 per shirt is average)
- Set your price, add what they want to make.

You can
change their
story

DONATE NOW

Marketing Your Fundraiser

- Create a video
 - Tell the story behind the cause
 - Show the cause you are supporting
 - Share on social including YouTube

Marketing Your Fundraiser



QMU-65
Lunatic Aesthetics

- Use Social Media
 - Take fun photos of people wearing your shirt or a nice mock up flat shot
 - Use all the platforms-Facebook, Instagram and Twitter
 - Don't forget TikTok to reach a younger demographic



Marketing Your Fundraiser

- Influencer collaborations
 - Local celebrity wears the shirt to use in social posts



Women's Rights News · Follow
3h · 🌐

we got till Friday 1st September to grab this limited edition feminist t-shirt! Use code: WRT
0-30% Off from link below, from Story or from our page's shop. Who knew a doll movie
ld make us all realize men playing their guitars at us was a universal experience.
<https://feministtrash.com/.../leave-it-to-barbie-unisex-t...>



Marketing Your Fundraiser

- Limited edition design
 - Create a sense of urgency
 - Available for a short time



BOGO SALE

**BUY A
SWEATSHIRT,
GET A FREE
T-SHIRT**

VALID ON ADULT
AND KIDS SWEATSHIRTS

**AUGUST 23
THRU
SEPTEMBER 10**

IN-STORE AND ONLINE!



Marketing Your Fundraiser

- Create a bundle
 - Combine items - hoodie and t-shirt
 - Volume pricing
 - 2 for \$25



Fulfilling The Orders

- Samples and small runs use UltraColor Max
- Set deadline: orders due by _____
- Allow a day or two for procrastinators
- Count your orders and use the chart to decide what product works best
- Use price breaks to have a couple of extra on hand



THANK YOU.

Any Questions?



Q&A

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