

## BASIC STEPS IN CREATING AN ONLINE FUNDRAISER

It begins with a great design and our artists will make you look good!

- \$100 deposit for store administration will get us started with your artwork
- If sales exceed 48 pieces of a single design, the deposit may be returned with your profit check (if store is cancelled or fails to meet minimum requirements, \$100 is non-refundable)

Apparel stores must guarantee a minimum of 36 Total Pieces per Design with 2-color imprint

- 36 combined styles with the same print makes the minimum
- If your store is under the minimum at closing you can purchase additional pieces to sell at your event to avoid additional costs.

How to decide what Styles to sell

- You select the garment color and ink/print color(s) and location(s)
  - Most designs are created with a 2-color print but options are available
- Basic items sell the best in apparel stores (youth and adult in most styles)
  - T-Shirts
  - Long Sleeve T-Shirts
  - Performance T-Shirts
  - Sweatshirts – Hooded Pullover & Crewneck
- You can add a Premium garment or Fanwear piece
- Sweatpants & Shorts are also available & have a 12 piece minimum with 1-color print
- Names &/or Numbers are available options

Choose your Dates

- When is your event or distribution date
- When do you want to open the store
- How long will you want to be open for ordering
  - Store set-up takes about a week after finalizing the details and design
  - Most are open for 10 to 14 days
  - Production is about 2 weeks from closing date
  - Once a store closes, no more orders can be added
  - There is an option to re-open the store (ask for details)

Set your Prices / Profit Margin

- Your cost/pricing will be based on your design and the pieces that you are offering
- You decide the selling price or profit amount that you want per item
- The store will only display the selling price

How to promote the store

- We will share a link to your store as well as a flyer for you to print & distribute
- Share your store! Share Often! Encourage members to Share to broaden your reach
- After check-out, customers get an order confirmation page, an order confirmation email
- Credit Charges appear on their statement from Campbell Signs & Apparel

Pickup & Distribution & PROFIT \$\$

- We will notify you when the orders are finished and ready for pickup from our shop
- Individually bagged orders will be labelled by name including a packing list & boxed together
- There is a Report with a breakdown of the Sales with Buyer's name and \$ amount
- Finally, your PROFIT check is provided which has the \$100.00 deposit included