



# T-SHIRT FUNDRAISERS

T-shirt fundraisers bring individuals together in support of your mission. They offer more than just promotion of your logo- they help spread a message that's important to you!

Plus, certified nonprofits enjoy special perks. Talk to us about creating a powerful message for your nonprofit and setting you up for fundraising success!



**Courtesy of  
GreenKite Fundraising**

**Design your tee.** There are a number of platforms that offer an intuitive design process. You can typically choose from existing templates or create a custom look by uploading your own artwork. Be sure to look for design tips offered through the site, which may recommend popular font and color pairings.

**Select your products.** Add a variety of product and color options that would be popular for the season. Planning a winter campaign? Be sure to include products like long-sleeved tees and hoodies to ensure your buyers will want to wear their shirts as soon as they are delivered. Also, campaigns that perform best include a women's cut and youth options among the product choices.

**Set your targets.** Know the minimum number of products sold not only to guarantee printing, but also the thresholds for net profit. You'll substantially increase your profit per shirt and easily be able to gauge how much your campaign can raise.

**Create your online promotions.** Your campaign page is an opportunity to let people know why you are raising money and how the money from the campaign will be used. Use descriptive language and images, as this is the "face" of your campaign.

**Set your campaign dates.** Most campaigns run for a finite period of time but could include a re-launch option for late sales requests. Don't let your campaign run indefinitely, as it removes all sense of urgency. Live campaigns with a defined end-date tend to raise more funds. The deadline is a powerful call-to-action!

**Launch & promote, promote, promote.** Include links to your campaign in not only your social posts, but also blog posts, newsletters, emails, and staff signature lines on emails. Consider using a hashtag for your campaign to easily track online activity.

**Provide updates.** Inform your donors where you are in terms of meeting your goals and how much time they have left to get in on the fun!

**Evaluate your results.** What products styles and what colors sold best? Do you think you would add other options to your next campaign, such as mugs or hats? What other feedback did you receive? Use this information when creating your next t-shirt fundraiser.

**Collect your funds.** Once your campaign ends, you'll be notified that your money is ready to be distributed. Now's a good time to double-check that the payment method for your platform has been completed, such as linking your PayPal to your campaign.

**Use the campaign long term.** Once the products have been delivered, ask your buyers to share pictures of themselves wearing their shirts. This may serve as a good time to re-launch the campaign for a short window for those who feel they might have missed out.



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