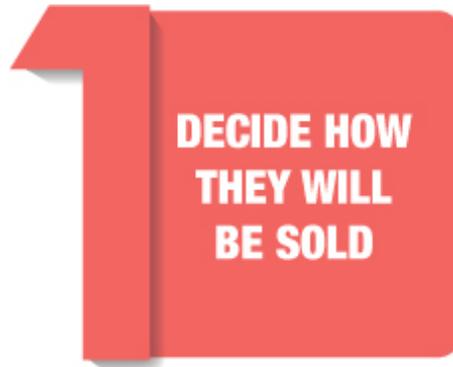




**everything  
you need to  
know about  
ordering  
t-shirts**

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### **ORDER IN ADVANCE**

Most people take orders in advance so that you know exactly what to purchase. In this case, be sure publicize them well with big posters with the design.

### **PUBLICITY**

You will also need order forms. Your vendor should provide both of these for you. Set your order deadline to cover a couple of paychecks (two weeks is generally enough time).

### **SAMPLE SIZES**

It's also a good idea to order sample sizes for your folks to try on if you have any doubt how the shirts will fit. Once you have tallied up the orders, be sure to add a few extras in case you have any last-minute orders.

### **ELEMENTARY SCHOOL POARCH PARTIES**

Many elementary schools have "porch parties" prior to the start of school. You should find out the number sold last year if possible and then determine how many to have on hand for immediate sale. Plan on running out so that you aren't stuck with the wrong sizes which will greatly affect your profitability.

### **PAYMENT**

It also very helpful if your vendor provides 30-day terms. This way you can pay for your shirts after your sale and don't have to take any money out of your budget. If people are still wanting more shirts, you can take orders as above.



## **PRICING FOR LARGE GROUPS**

If for a fundraiser, price your shirts to make the most money for your organization but remember that for most bulk orders most people will want to pay no more than \$10. Depending on the number of shirts you order, selling at that price should make a good profit for your organization.

## **PRICING FOR SMALLER GROUPS**

If you are ordering for smaller groups or the shirts are for spirit wear only you can afford to have more locations or a nicer shirt – but most smaller groups try to keep the sales price under \$12-15.

## **WHAT AFFECTS PRICE**

The biggest factors that affect the price are the number of shirts ordered. Other factors include the number of colors in the design and number of locations (back, sleeve, etc.) If you are interested in other styles, it will also increase the price. Some options include:

- V-neck
- Garment washed (Comfort Colors, for example)
- Long sleeves
- Tie-dye
- Crew neck Sweatshirts
- Pullover and Full Zip Hoodies
- Performance (wicking)
- Ladies' cut
- Baseball  $\frac{3}{4}$  sleeve

# 3 DETERMINE THE SHIRT STYLE

## **FABRIC CHOICES**

In addition to the shirt styles mentioned in the previous section, the type fabric can affect the price as well.

### **GOOD CHOICE**

Most people today prefer the lightweight, soft ring-spun type. Although we can print on any shirt, we usually use Gildan SoftStyle. It is a 4.3-ounce 100% ring-spun cotton. Fabric is measured as the number of ounces per square yard.

### **BETTER CHOICE**

For a softer choice, many people prefer Bella Canvas or Next Level brands. These shirts are made of ring-spun, combed cotton. The impurities are combed out of the cotton before it is ring-spun. These shirts are also side-seamed which makes them fit better. They run slightly smaller than a regular shirt.

### **BEST CHOICE**

For the ultimate softness you can consider a tri-blend. Most of these are a blend of cotton, polyester and rayon. Super soft.

### **COTTON/POLY BLENDS**

Some folks prefer a 50/50 blend. They shrink and fade less than a 100% cotton shirt. However, some people think that 100% cotton breaths better than 50/50.

### **OTHER 100% COTTON CHOICES**

A vast number of colors are available in the 6.1 ounce or 5.5-ounce 100% cotton shirts. They are preshrunk – however all cotton shirts will fade slightly and/or shrink just a bit if not laundered according to instructions.



The design is a very important step since this is the biggest factor in how well your shirts will sell and how much you will make from the fundraiser.

### **STOCK VS. CUSTOM DESIGNS**

Some companies will only give you a selection of stock designs that you can choose from. These are called “name drops” because you just drop in your school or organization’s name and school colors. Other vendors will offer unique, custom designs created especially for your school or organization.

### **INVOLVE OTHERS**

It’s good to poll other committee members or the students themselves about the potential design. If the shirts are for a school, most principals want to approve your design and may have some excellent direction based on the year’s theme.

### **ADAPTING DESIGNS**

You can ask your t-shirt vendor to adapt a design that you’ve seen as long as it’s not an exact copy. Remember that they should never copy another artist’s design due to federal copyright laws. Your vendor should be able to accept your computer files in any format, including hand-drawn designs.

### **CONSIDER AGE/GENDERS**

Remember the range of ages – from kindergarten to 5<sup>th</sup> grade in elementary school. Always design so that the shirt is appropriate for all ages and genders.

### **ABOUT T-SHIRT CONTESTS**

It’s much better to present a couple of designs to a focus group than to have a contest where you might be faced with choosing the best of the worst.

# 5 COMPARE POTENTIAL VENDORS

A great deal of the success of your fundraiser also depends on the quality of the shirts and professionalism of the vendor you choose. Some good questions to ask potential vendors are:

- What do you charge for artwork? How many revisions for that price?
- Can I see examples of your prior jobs? Do you have a website with examples?
- How soon after ordering will we get our shirts? Are rush orders possible?
- Can you send me a link to my design so that I can share it with other members of my committee?
- Are you able to personally present the design if requested?
- Do you have a storefront that we can come discuss the design in person?
- When is payment expected? 50% down? Payment upon delivery?
- Do you offer 30-day terms so that we can pay after collect the money from the students before paying?
- Can you provide references?
- Do you deliver or do we pick them up? If so, what is your delivery charge?