



## **ONLINE T-SHIRT SALES**

Who doesn't love a nice soft t-shirt? They're a fashion staple and a terrific way to promote your chapter.

But unless you are stocking a store and can anticipate the needs of every possible buyer, they can wind up costing more than you make on the effort.

Enter online, on-demand retailers. PPFF and a couple of our chapters have used Bonfire (<https://www.bonfire.com/>) for this. Others include Printify (<https://printify.com/>) or Custom Ink (<https://www.customink.com/fundraising>). We can only vouch for Bonfire in this stated process but the others most likely work in much the same way.

- Go to Bonfire.com and create an account, using your own email and password.
- Identify yourself as a nonprofit and then use Pennsylvania Parks and Forests Foundation as your organization so that all nonprofit rates and promotions are available to you. In addition, by choosing the nonprofit selection you will be able to access the names and addresses of your purchasers so that you can contact them regarding membership or events or volunteer opportunities.
- Ignore the "chapter" selection as that only triggers the need to provide a copy of the 501(c)(3) letter which Bonfire already has on file.
- "What's your connection to the organization?" Choose "volunteer."
- Choose a design – either upload your own or test some of the built-in templates.
- Choose colors and styles: long/short sleeve, sweatshirts, jerseys, or tank tops. Variety is nice! We have found that women's cut runs a bit small; one of the regular tanks was of a lower quality than some of the other shirts. But by and large we have been well pleased with the product.
- Once you've chosen all those options and hit "Next" you come to a key decision – actually, one of your first considerations. What is the purpose of the sale? Are you fundraising or awareness-raising? Do you want to sell a lot of shirts at low cost so your neighbors see the shirts everywhere or do you want to make a few more dollars with the sale of each shirt? The "Profits" tab allows you to change the price you'll charge and by estimating the number you think you can sell shows you what profit you will make. (This is true only if you have the shirts all printed and sent out at one time. The option exists to have the shirts printed on demand but you will make less money as the per shirt cost is higher.)

- On the “Settings” tab, have the money sent directly to PPF (i.e., don’t change that option) and set the period of time you would like your campaign to run. You’ll see when the orders close and how long it will take for them to arrive.

Once all of those options have been selected, you’ll be taken to a page where your shirts appear. This is where purchasers will land when you share your link with them so make your text as compelling as possible. Talk a little bit about your mission and how the funds will be used. Share a photo of your Friends in action.

Make it fun!

The key to a successful online sale is much like the success of any other promotion you might undertake – sharing it far and wide. Make sure you include the campaign in any social media or emails you send, post it to your website, and send it to Pam ([pmetzger@paparksandforests.org](mailto:pmetzger@paparksandforests.org)) and Brian ([bswift@paparksandforests.org](mailto:bswift@paparksandforests.org)) so we can share it as well.

Once your campaign comes to an end, email Marci and Bernadette ([bhoward@paparksandforests.org](mailto:bhoward@paparksandforests.org)) just to alert them to expect a Bonfire payment and how much you expect it will be.

Sometimes it takes a few days for the deposit to happen but when it does Marci will send you an email.

Good luck!