**School Spirit Wear Store Setup Checklist**

**1. Planning & Strategy**

* ☐ Define the purpose of the store (fundraiser, community building, team pride, etc.).
* ☐ Identify your target audience (students, staff, parents, alumni).
* ☐ Decide if it will be year-round or a limited-time campaign.
* ☐ Set a launch timeline and calendar for promotions.

**2. Approval & Coordination**

* ☐ Get approval from school administration and/or PTO/PTA.
* ☐ Coordinate with school finance or fundraising teams.
* ☐ Confirm budget or initial funding (if needed for samples or upfront costs).

**3. Product Selection**

* ☐ Choose product types (t-shirts, hoodies, hats, water bottles, etc.).
* ☐ Decide on sizes, colors, and gender-neutral options.
* ☐ Ensure availability for different age groups.
* ☐ Consider eco-friendly or inclusive sizing options.

**4. Design & Branding**

* ☐ Use the official school logo/colors or create new spirit designs.
* ☐ Create multiple designs for different preferences (sports, clubs, general pride).
* ☐ Work with a graphic designer or use design tools if needed.
* ☐ Review all designs with school branding guidelines (if applicable).

**5. Vendor & Platform Setup**

* ☐ Research and choose a reliable vendor or print-on-demand service.
* ☐ Compare pricing, product quality, and delivery timelines.
* ☐ Set up an online storefront (e.g., RevTrak, Shopify, Vanco Events, etc.).
* ☐ Determine payment methods (credit card, offline payments).

**6. Pricing & Profit Margins**

* ☐ Set prices to cover costs and include a margin (if fundraising).
* ☐ Confirm taxes, shipping costs, and handling fees.
* ☐ Offer tiered pricing or bundle deals.

**7. Marketing & Promotion**

* ☐ Promote the store through school email newsletters, social media, and flyers.
* ☐ Announce it at school events, PTO meetings, and sports games.
* ☐ Use countdowns, limited-edition items, or contests to boost engagement.
* ☐ Create a sense of urgency with order deadlines (if not year-round).

**8. Ordering & Fulfillment**

* ☐ Set order deadlines and communicate them clearly.
* ☐ Choose delivery options: ship to home, school pick-up, or in-class delivery.
* ☐ Plan a distribution day (if bulk orders are shipped to the school).
* ☐ Have a system for organizing and labeling student/teacher orders.

**9. Customer Support**

* ☐ Provide contact info for questions or order issues.
* ☐ Create a FAQ section for the store (returns, sizing, timelines).
* ☐ Monitor and respond quickly to feedback and concerns.

**10. Post-Sale Follow-Up**

* ☐ Send thank-you emails to buyers and supporters.
* ☐ Share photos of students/staff wearing spirit wear.
* ☐ Analyze sales data and customer feedback for next time.
* ☐ Plan future campaigns based on popular items and timing.