



ATOMIC FUNDRAISERS OVERVIEW

What we need from you to open a fundraiser:

Completed, approved artwork in vector format

Fundraising goal and/or retail prices for listings

Name of organization who will receive proceeds from the fundraiser

Pickup location and contact person at that location for orders which will be picked up in person

What we provide:

Online storefront with your products listed for sale (maximum number of products per fundraiser is 10)

Advertising flyer suitable for printing or sharing on social media

Cross-promotion on our social media at your request

Digital mockups of all products being sold- one requested change per mockup is included in the listing fee

Design consultation and assistance – first 30 minutes included in setup fee

All orders individually bagged and labeled for either pickup or shipping via USPS

Costs (to be deducted from fundraiser proceeds):

Setup and listing charges:

\$50 setup per fundraiser (this covers our time creating the store, first product mockup and listing, and advertising)

\$25 listing fee per each additional product (if the ink colors, design, OR shirt color change, it will be treated as a different product.)

Artwork charges:

\$30 to convert a raster file to a vector file

\$15 per new mockup needed to show customer-requested changes to design

Timeline:

-Time from initial inquiry to online storefront going “live” is typically 1-2 weeks, depending on whether your artwork is complete before you reach out.

-We will do our best to get mockups back to you within 1-2 business days after we have your vector files and choice of blank shirts. Revisions are typically turned around within one business day.

-Typically, the store collects orders for 1-2 weeks, closing on a weekday morning.

-We will print and ship (or have available for pickup) your orders within 3 calendar weeks of the store’s closing date.

FAQ's

What's the minimum number of shirts you can print?

The minimum print run is 24 shirts that are ONE design. If the color, size, placement, or art are different, that's a different design.

What happens if I don't sell 24?

If you sell more than 15 shirts of that design, we will deduct the cost of the additional 9 shirts from your profits. If you sell less than 15 shirts, we can cancel and refund the orders OR we can print all 24 shirts and deduct the cost of all additional shirts from the profits of the fundraiser.

How can I maximize my profits?

Sales with fewer products tend to sell more shirts overall. We recommend offering no more than 3 different designs, or 1 design on two different colored shirts. Designs with fewer ink colors and fewer print placements cost less to print.

What if the blank shirt or hat I wanted is out of stock when the sale closes?

We will substitute a comparable product, typically from a different brand. We will do our best to match the color of the original product, but we cannot guarantee the colors will be identical.

How do I get paid?

After the sale has closed, we will calculate your profits, deduct costs, and write your organization a check within 30 days of order fulfillment.

Can I add another order to the sale after it closes?

Sales usually close at 8 AM on a working day. Blank shirts are ordered the same day the sale closes. We cannot accept any additional orders after the blank items have been ordered. We do recommend that the person organizing the fundraiser orders a few extras.

Do you have any extra shirts?

We order and print 1 additional shirt in each size ordered for each design. This is in case any shirts have manufacturer defects or printing mishaps. We can give you the extra shirts after all other orders have been shipped or picked up.

How do I guarantee all my customers have their shirts by a specific date?

If you tell us up front what your need-in-hand date is, we will do our best to accommodate. We need 2-3 weeks between when the sale closes and when shirts will ship or be picked up. Plan for 1-2 days shipping time for local orders to be sure shirts arrive in time.