

Welcome to the Team!



Hello Team Flippy,

My name is Aaron Richter and I'm the owner of Flippy Disc Golf. **In this letter, I'm going to introduce myself, share the identity of Flippy Disc Golf, and important details for the team for 2024.** I hope this letter reaches you well and helps you understand better the values, identity, and goals for Flippy Disc Golf moving forward.

I live in Orange, CA with my lovely wife Lindsay. We grow produce, brew kombucha, play disc golf, and spend our time with family and our local church.



2023 Flippy Recap

- In March we switched production partners to a clothing manufacturing company based in our home town in Southern California. They specialize in athletic apparel and we are beyond impressed with their attention to detail and manufacturing quality. This was a very important step for our company and we are proud of the apparel that we produce with them.
- In May we decided to sponsor Foundation disc golf's West Coast Tour and film a few videos with them. It was wonderful meeting their team in person and partnering with them for their historic trip to the west coast.
- In May we also released our first polos!
- In October we expanded our production to include quarter zips and cloud sweaters. These are our favorite products so far and we are proud of the end result.
- In December, we decided to downsize the business to just focus on custom apparel. This will be an awkward transition process into 2024, but we firmly believe this will be a good move for the business and it will allow us to keep the business running in a healthy way.

Here are some details about 2024 that I am excited to share with you

- We are currently revamping website to focus on custom apparel. We believe that our custom apparel model is truly unique and valuable to the disc golf community, and our efforts are best focused on custom apparel design and production. The new website will hopefully be done before the end of January.
- Flippy Disc Golf wants to continue to focus on our team members. Everyone will receive a 30% off no-limits coupon code for personal custom apparel, and we are keeping the commission rate at 10%. Coupons, links, and payment will be fully automated, and there will be more of a focus on the community, both through our Team Discord, and through highlights and interviews through social media and our website. We want each team member to actually be a part of a nation-wide team, and to feel valued and appreciated.
- Flippy is trying to deviate a bit from the norm with our disc golf sponsorship program, hopefully in the best way possible with these 4 attributes:
 - No social media posting requirements
 - No obligation to wear Flippy Apparel
 - Applications open year round
 - You can stay on Team Flippy as long as you want, no annual membership
- We hope this new approach alleviates you from any pressure or deadlines and allows you to simply enjoy wearing and sharing Flippy Apparel. We also hope the high commission rate will incentivize you to share Flippy and help you feel like you are truly a part of this growing brand.
- January 2024 might be a bit awkward as we transition the website and business model, so my deepest apologies for the potential confusion and uncertainty. Please message me on discord and I will happily answer your questions.

Tyler Savinski will again be 2024's Team Captain! Tyler has been a big help and resource as we launched the new Team Discord server and he helped organize our social events. Please give him a warm welcome when you see him on social media and in the discord and wish him the best as he continues his 4rd year of engineering school.

Discord Tutorial

So, why we are using discord over facebook groups?

The purpose of the discord is two-fold:

- A) A community and a platform where Team flippy can hang out and get to know each other. Different categories or "channels" will help facilitate certain topics, and you can choose which topics you would like to be a part of.
- B) Announcements, Discount code information and support, as well as general information. This will be the main hub for Team Flippy, and this is where you will learn about new product launches and resources that will help you as a Flippy ambassador and ambassador for disc golf in general.

So, now that I have you on board, how do you join?

Follow the steps in the images below if you're unsure of how discord works!

Check out the different channels, and say hello. Please do remember this is a "work in progress." Tyler and I are still tweaking things and adding content. Above all else, please be kind and respectful to others on the platform. Though not necessary, it would be best to change your username to something that at least has your first name in it so you are more recognizable.

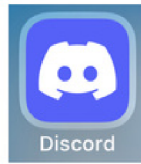
Please feel free to personally message myself, "Aaron Richter" or Tyler, "LeftyTyler" on discord with any questions. Tyler and I will be happy to help anyone set their account up, and troubleshoot with you.

Invite link:

<https://discord.gg/FsE5UgA6mE>

Discord Tutorial - PC

First, you'll need an account. Log onto your desktop PC and google the word "Discord." It looks like this:

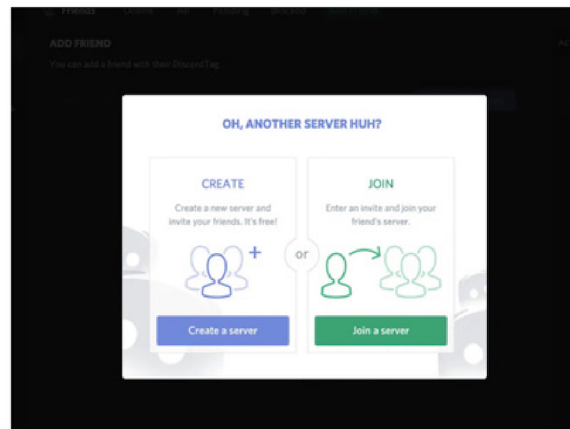


Open that app once downloaded, and create your account. For integration purposes, use the email and phone number information that is the same as what you submitted to Aaron as your contact info.

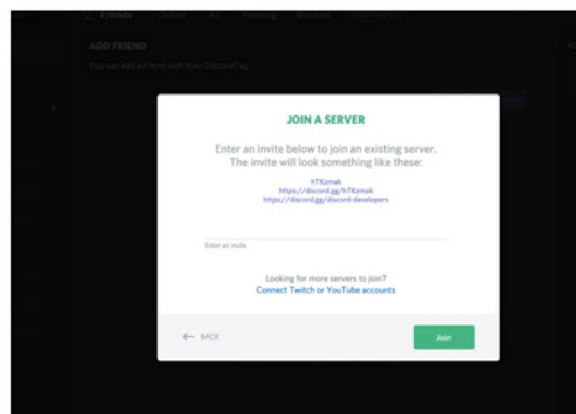
Alright. You have your new account. What's next?

Click the + icon on the left side of the screen.

Next select "Join"



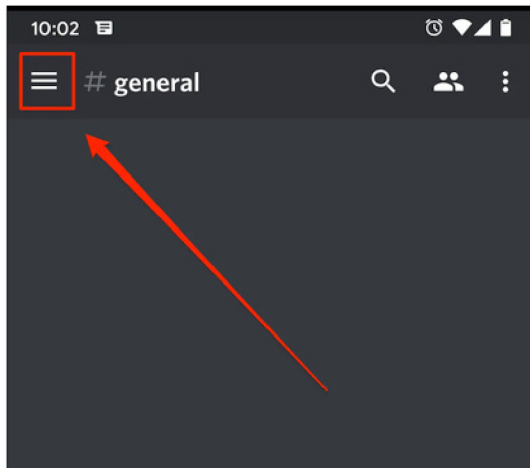
Now, all you need to do is copy and paste the invite link I will provide for you.



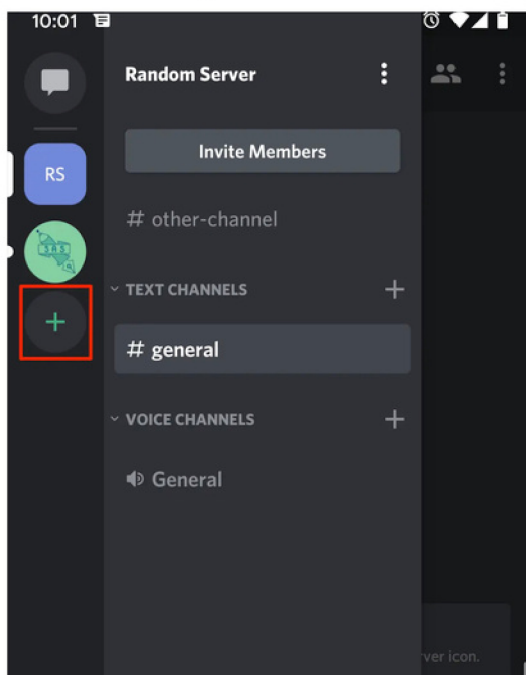
Discord Tutorial - Mobile

Below are steps for mobile download and use:

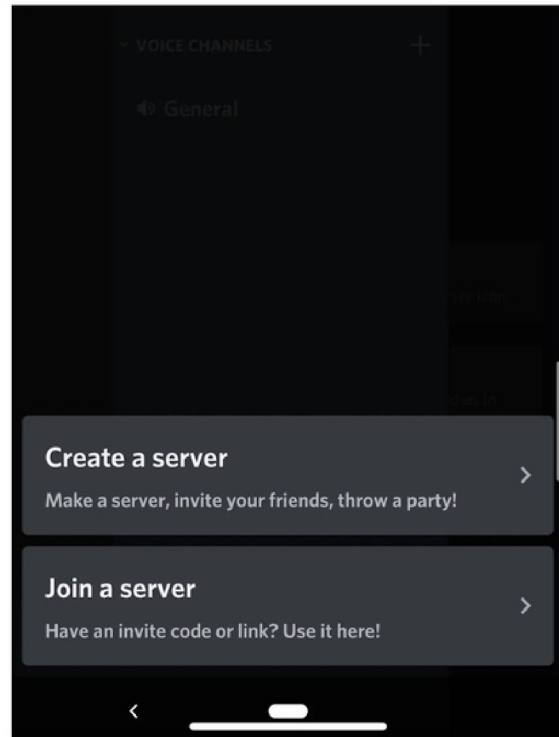
Open the Discord app on your phone and log in, if necessary. Next, tap the three stacked lines in the top-left corner of the screen.



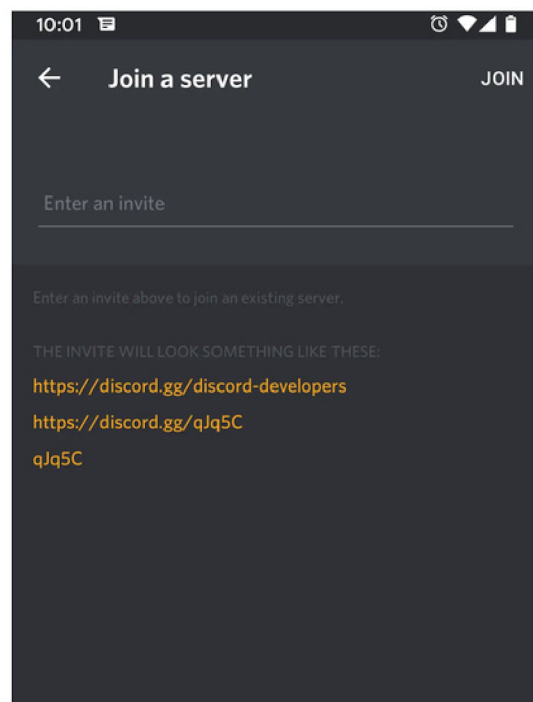
Select the "+" sign on the server menu.



Select "Join"



Now, enter the invite link I will provide for you.



Social Media Posting - Best Practices and suggestions

- Add #teamflippy, #flippydiscgolf and #discgolfapparel in your tags
- Add Flippy Disc Golf as a collaborator if you want to be featured on our page!
- Send us your photos and videos to be featured on our website and Instagram
- We recommend setting up a linktree for your social media accounts. This can house your affiliate link and coupon code all in one place. we will post a linktree tutorial in the discord for those interested.
- Close-up videos and photos showcasing the apparel are better than far away photos and videos where you appear tiny on the screen.
- Clear and well-lit photos and videos - clean that lens and pay attention to shadows and lighting
- Natural lifestyle photos can sometimes do better than staged/posed photos
- Hand the camera/phone to your friend (or tripod) - selfies can be hit or miss
- Play a round, film a few shots for your social media, and just have fun with it!

Buzzbassador Tutorial

***Please disregard this tutorial if you already have a buzzbassador account set up.**

Each Ambassador will be set up with their own dashboard through Buzzbassador. This dashboard will show you stats like how much you made in commissions and what your coupon codes and links are. You can also change your preferred payment and account information here as well.

Please use the link we sent you via email to sign up using our new website form. This is necessary step for you to get paid for your attributed sales.

Disregard the "Tell us why you want to join the program and why you would be a great fit as a FDG ambassador." section since you have already been accepted.

Enter "none" in the social handle section if you do not have said social account.

Once we add you into the buzzbassador platform, you should receive another email with more instructions on how to set up your account. Dont worry - the process should be super easy and straightforward!

To close out, I want to go over the expectations I have for Team Flippy Members. While you wear Flippy Apparel, I hope above all else that you treat people with kindness. Beyond that, the amount of effort you put in and the level you want to give to the flippy team is completely up to you, and I hope the community we are creating, and the affiliate program, will motivate you to share our apparel with your local community.

Thank you for reading and please let me know if you have any questions!

Sincerely,
Aaron Richter
aaron@flippydiscgolf.com