

Are you getting the most out of your school spirit wear?



Through our years of operating online stores for school and team spirit wear, we have learned a thing or two. Certain trends seem to occur over and over again. We've looked at the data and the results are in! These are our top 5 tips that will lead you to

FUNDRAISING SUCCESS:

Tips for successful spirit wear sales:

- Keep designs simple. Simple one color designs can be very appealing when used on the right color/type of apparel. It is also the most cost effective way to print which means....**more fundraising \$\$ for your school.**
- Minimize the amount of products offered. The more choices available the harder for the customer to decide, which often leads to no decision and **NO SALE!** Our research shows that offering between 5-7 products results in the **MOST SALES** and leads to....**more fundraising \$\$ for your school.**
- Allow customers to purchase using their credit card. It's simple; no one likes to write a check. They like a **QUICK & EASY** transaction. And **REALLY**, who wants to collect and deposit checks. The ease of an online transaction results in....**more fundraising \$\$ for your school.**
- Limit sales to a specific window of time. Set a deadline for orders and watch sales increase! When given too much time to place an order people procrastinate and **NEVER** order...that means....**less fundraising \$\$ for your school.**
- REMIND, REMIND, REMIND! Parents need to be reminded **MULTIPLE** times before they will actually complete a purchase. Email is best, especially when you add a clickable link directly to your store. But don't neglect a printed flyer to go home with kids...multiple reminders means....**more fundraising \$\$ for your school.**

The name of the game is **KEEP IT SIMPLE**, for parents & school volunteers. From start to finish, we help with design & apparel selection and handle all aspects of the online store. And best of all.....**(wait for it!)**.....it doesn't cost your school or team a dime. Don't waste time and energy with online designers that leave the work for you. We are professionals and will use our research to ensure, you guessed it....**more fundraising \$\$ for your school.**

Find us online: www.NewtownApparel.com | Facebook | Instagram

Email: info@newtownapparel.com Phone: 203-731-7574

Convenience - **FREE** online web page for parents to view items & securely order using a credit card. No more paper order forms that need to be printed & sent to school. Eliminate having to write & collect checks for payment. Our website is fast & secure and payment is received immediately. The result is more sales with less work!

Efficiency - Do you offer multiple designs in multiple sizes and multiple colors? If so, you may need to buy & hold a lot of inventory! This is usually a profit killer. Holding inventory means spending a lot of money upfront and not knowing if you will get all of it back. It also means that someone needs to store the inventory and be responsible for it! We eliminate the need for schools to buy & hold inventory. We handle the purchasing process from start to finish and offer price breaks based on quantities with no minimums!

Orders are individually packaged and shipped direct to your school, ready for distribution. When the new gear arrives, parents & teachers will sing your praise and thank you for all of your hard work....but don't worry, we won't tell!



Send us an email or text, find us through social media, or do it the old fashion way and give us a call, we'd love to talk to you.

We look forward to a great new ***partnership!***

NEWTOWN
APPAREL

COMPANY

EST.  2015

Find us online:

www.NewtownApparel.com | Facebook | Instagram | Twitter

Email: info@newtownapparel.com

Phone: 203-731-7574

Be sure to look over our "School Apparel Checklist" included below.

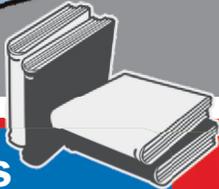
SCHOOL APPAREL

Who needs shirts?

CHECKLIST



Events



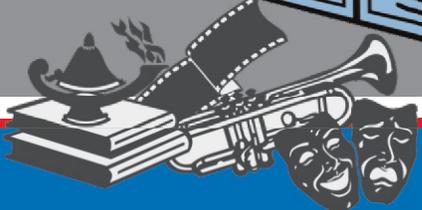
- Academic Challenge
- After Prom
- Blood Drive
- Clothing Drive
- Food Drive
- Habitat for Humanity
- Homecoming Dance
- Powder Puff Football
- Prom
- Relay for Life
- Science Fair
- Spelling Bee
- Spring Break Trips
- Talent Show
- Toys for Tots
- Winter Formal

Sports



- Archery
- Baseball
- Basketball
- Bowling
- Cheerleading
- Crew
- Cross Country
- Football
- Golf
- Gymnastics
- Hockey
- Lacrosse
- Rugby
- Soccer
- Softball
- Swimming
- Tennis
- Track
- Volleyball
- Wrestling

Clubs



- 4-H
- Art Club
- Auto Club
- AV Club
- Book Club
- Chess Club
- Choir
- Color Guard
- Concert Band
- Dance Team
- Debate Team
- Drama Club
- FCA
- FFA
- Film Club
- Fraternities
- French Club
- German Club
- Glee Club
- Health Club
- International Club
- Intramural Sports
- Jazz Band
- Key Club
- Marching Band
- Model UN
- National Honor Society
- Philosophy Club
- Photography Club
- Robotics Club
- Rotary Club
- SADD
- School Newspaper
- Science Club
- Shop
- Show Choir
- Ski Club
- Sororities
- Spanish Club
- Student Ambassadors
- Student Council
- Yearbook
- Young Democrats
- Young Republicans

www.NewtownApparel.com

info@newtownapparel.com

Screenprinting | Embroidery
Custom Apparel