



## ***Best Practices for Online Team Stores***

- 1.) Limit store offerings to 1-4 items max.**
  - a. Increases your chances for fundraising success
  - b. Gives more options for future stores and avoids overlap items
- 2.) Sell items people love or specific to your sport.**
  - a. Most popular items tend to be short sleeve t-shirts, hoodies, and long sleeve t-shirts.
  - b. Winter clubs may lean towards selling beanies or winter jackets
    - i. Specific to their sport and audience
- 3.) Be smart on how you set pricing.**
  - a. Aim for 10-15% over cost on items
  - b. If the price looks too high, reduce it
    - i. Ex: \$20 maximum for a short sleeve t-shirt
- 4.) Set your online store for 2 weeks.**
  - a. Remember to include production and shipping time in your communication to your audience
- 5.) Market your online store!**
  - a. Utilize all your social media channels and contact lists to spread the word
  - b. Create a video, photo shoot, etc. to engage your audience