Best Practices for Online Team Stores

Click Here for a sample of what an online team store from Tricon looks like

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