FUNDRAISING WITH CUSTOM MERCH

A step by step guide for clubs, teams and community groups.

Custom merch is a popular way for clubs, teams and community groups to raise money. People enjoy wearing something that supports a cause they care about, and a good design keeps your name visible long after the fundraiser ends. This guide walks you through running one.







1. SET YOUR GOAL

Decide what you are raising money for, and how much you would like to raise. A clear goal makes the fundraiser easier to promote and easier to measure.

2. CHOOSE THE PRODUCT

Tees and hoodies are a common choice for fundraisers, because almost everyone wears them. We press your design onto AS Colour cotton tees and hoodies locally, and you can build the order in our T-Shirt Builder and see a live mockup as you go.

For clubs and teams, you can also look at dryfit tees, singlets and jerseys from our Express range.

3. DESIGN SOMETHING PEOPLE WANT TO WEAR

- Make the design about the group or the cause, not only the logo.
- Keep it bold and simple. Clear designs look better on a tee.
- Use your club or school colours.
- Include a sponsor logo or message if you have supporters.

4. PLAN YOUR PRICING AND MARGIN

Work out what each item costs you, then decide what to charge so the fundraiser meets your goal. Your wholesale pricing is shown in the portal once you have access, and the T-Shirt Builder shows the price as you build your order. Remember to allow for delivery or pickup in your plan.

5. OPEN PRE ORDERS

A pre order is the safest way to run a fundraiser, because you only order what people have paid for.

- Set an order deadline, and share it widely.
- Collect names, sizes and payments in one place.
- Offer a clear size list, including youth sizes if children will be wearing it.
- Place one order for the whole group once the deadline closes.

> **PLAN AHEAD**
> Allow enough time for your design, your mockup approval and production before the date you need the gear. Talk to us early about your event date.



CLIENT EXAMPLE



CLIENT EXAMPLE

6. PROMOTE IT

- Share the mockup with your group, families and supporters before orders open.
- Post the order link and deadline on social media and in group chats.
- Ask coaches, captains and committee members to wear and share the design.
- Remind people as the deadline gets close.

7. DELIVER AND CELEBRATE

When your order arrives, sort it by name so handing it out is quick. Share photos of people wearing the gear, and thank everyone who supported the fundraiser. It builds goodwill for the next one.

DONE FOR YOU

Prefer not to run the orders yourself? Through ThreadFlex, our sister brand, we design your tee, build your own landing page and order system, and process every order. You just share the link. The design, site and order processing fee is $250, and you earn a commission on the sales as they happen. See a live example at threadflex.com.au/stuart, and how the athlete program works at threadflex.com.au/athletes.html

FUNDRAISER CHECKLIST

- [ ] I have a goal and a deadline.
- [ ] I have chosen the product and the design.
- [ ] I have approved my mockup.
- [ ] I have worked out my pricing and margin.
- [ ] I have a way to collect orders, sizes and payments.
- [ ] I have a plan to promote it.
- [ ] I know how I will hand out the gear.





READY TO GET STARTED?

Request wholesale access to see every product and your wholesale pricing.

Request access →

Nakia 0424 487 528 | Benji 0406 321 225