

# 6 KEYS TO A SUCCESSFUL SPIRIT WEAR STORE

Online pop-up stores are a great way to raise funds for local schools. Launch a spirit wear store to maximize fundraising efforts and increase school pride. Here are the six key ways to make it a success!

## TOP PRODUCTS

Offer between 10-15 products on your online store. Choose a couple new or trending products in addition to tried-and-true fan favorites.

*Pro Tip: Offer personalization options on some (or all!) products at an upcharge.*



## SPIRIT BUNDLES

Encourage customers to purchase additional items by offering product bundles, which also helps you increase sales and meet product minimums.

*Pro Tip: Bundle between 2-4 products of varied pricing at a slight discount to make it enticing to customers.*

## DONATION OPTION

Maximize fundraising efforts by including the fundraising amount in the product's pricing, or by offering a donation option.

*Pro Tip: Include multiple increment options like \$10, \$25, \$50, and \$100. See the OMG Help Center for more info!*



## VISUAL CUES

Boost donations by initiating the Fundraising Tracker or Timer on your spirit wear storefront, so customers can reach a goal for the cause.

*Pro Tip: Clearly communicate the fundraiser's purpose to add extra validity.*

## SPIRIT BRANDING

Increase school pride with an on-point fully-branded spirit wear store. Be sure to utilize main features like banners, logos, and colors.

*Pro Tip: Utilize Advanced Branding features for an even more custom experience.*



## DRIVING URGENCY

Maximize sales and keep costs low by setting a store deadline, which will encourage customers to place their orders.

*Pro Tip: Build trust with customers by communicating your expected fulfillment timeline.*