

Bedlam T-shirt Fundraiser Selling Tips

Potential Bedlam T-Shirt Customers

- Neighbors/ Friends/ Family/ Fellow church members
- Co-workers/ Teammates
- People wearing OU or OSU apparel that you see while out in public
- Post Man/ Bus Driver
- Doctor/Dentist

Goals

- Set an organizational goal
- Have each seller set their own goal & fill it in on the incentive side of their order form
- The higher you set your goal, the better you will do.
- On average, people will sell about half of what is expected, so set your goals high!
- Have an exact idea of how much money you need to raise and what the money will be used for.

Press Release

- Customize this press release by filling inside the parenthesis.
- Send the press release below to your local paper
- Submit this press release for your company's newsletter.
- This will also be available in digital format on our website at www.usaspe.com
- A digital image of the shirt will also be available on our website.

NEWS RELEASE

For Immediate Release

Date of Release

CONTACT:

Your name

your email address

Your phone number 1

Your phone number 2

BEDLAM T-SHIRT FUNDRAISER

(name of your organization) plans to raise (your goal)

(NAME OF YOUR CITY) – The OU vs. OSU Bedlam game will be played in Norman this year on November 28th. On October 14th, (name of your organization) will begin selling OU and OSU Bedlam T-Shirts to raise money for (what will funds be used for?) Please help support this great cause by purchasing a shirt! The Bedlam shirts are available in youth sizes: x-small, which is a toddler size 2/4, through youth large; and adult sizes small through 4XL! Youth sizes and adult sizes up to XL are only \$15, 2XL & 3XL are \$16 and 4XL is \$18! Please contact (your name) at (phone/email or both) to purchase a shirt by October 28th. Shirts will be delivered or ready for pickup by November 13th. The Bedlam T-Shirt Fundraiser is the best way to show your OU or OSU pride while supporting (name of your organization). Buy a shirt for every member in your family today!

Email Ideas

- Please help support my (son's soccer team, the Giants) by purchasing an OU or OSU Bedlam T-Shirt. These shirts are available in youth x-small to adult 4XL and start at only \$15! I will be collecting orders from October 14-28.
- A digital image of the shirt will also be available on our website.

Bedlam T-shirt Fundraiser Selling Tips cont...

Get the Principal involved

- Have the principal make a daily announcement promoting the Bedlam Fundraiser.

Announcement Ideas

- How many Bedlam Shirts have you sold?! Remember, you only have until October 28th to turn in your order. Make sure you ask everyone you know if they want to buy an OU or OSU Bedlam Shirt. They start at only \$15 and a great way for your family, friends and neighbors to show their OU or OSU spirit and support our school! Remember, we need each of you to sell at least (ex: 10) shirts so we can raise (ex: \$20,000) for (ex: a new playground!)

Get the teachers involved

- Give an order form to each teacher in your school.
- Have them ask how many shirts their students have sold and who has hit their goal.
- Reward the top selling classroom with gift cards, pizza parties, extra lunch time, etc.
- Give the teacher that is the biggest OU/OSU fan a sample shirt to wear.

Get the parents involved

- Have the parents take an order form with them to work.
- Have the parents send out an email to all their friends and co-workers.
- Reward the parents of the top selling student with a gift card, prize, etc.
- Make announcements/post fliers at any events before or during the fundraiser.
- Send out emails to the parents informing them of their rewards (if applicable) and their child's goals and rewards.

Get the sellers excited

- Set a goal per student.
- Make sure your goal is announced everyday of the fundraiser.
- Remind students of the incentives they will earn when they sell the shirts.
- Reward the top selling student with a gift card, prize, pizza party for his class, etc.
- Make sure the students know what the money is being raised for, and tell them how much money you need to raise.
- Have a meeting and ask everyone to raise their hand if they know at least one OU or OSU fan. (everyone will raise their hand, and this will help them see how easy the shirts will be to sell!)

Marketing

- Post fliers all over the school (we will provide these to you, free of charge)
- Post the fundraiser on your website.
- Set up a selling station during lunch.
- Set up a selling station at your games/events.
- Post the fundraiser on your website with contact information if someone is interested in purchasing a shirt.
- Have some or all of your participants wear the sample Bedlam shirts around school.
- See if your church will put an announcement about the fundraiser in the bulletin.

GOOD LUCK! HOPE YOU RAISE THOUSANDS!