



## Sport Clubs Online Stores

### PLANNING YOUR STORE

#### Who is your store for?

Members-only? Friends, family, fans, alumni? Determining who you want to be able to purchase from your store will help you to determine:

- If you want to have a fundraising store
- Are you going to do a pickup? Or do you need to collect money for shipping costs?
- How many items you might sell
- What kind of items you want on your store

#### What kind of items do you want on your store?

Check out the catalogs below to look at specific items:

[SanMar Catalog](https://www.sanmar.com/) (<https://www.sanmar.com/>)

[Adidas Catalogs](https://adidas-team.com/catalogs/) (<https://adidas-team.com/catalogs/>)

Want something that you don't see on either of these sites or something that is more specific? Reach out to Taren and explain what you are looking for and she can help you find something!

#### How do you want these items designed?

All designs must follow the Sport Clubs Style Guide and be approved by Sport Clubs Staff before being created. If you want to come up with your own designs or have someone in your club design your gear, they should review the Sport Clubs Style Guide and send any draft design ideas to [jaclynputatie@csus.edu](mailto:jaclynputatie@csus.edu).

If you would like assistance coming up with designs, please [schedule an appointment with Jackie](https://calendly.com/jaclynputatie)  
(<https://calendly.com/jaclynputatie>)

## **How many of each item do you hope to sell?**

Make sure to give Taren a realistic estimate of how many you want to sell for each item. For some items, you will be required to sell a minimum amount or you will need to pay for the extra items you did not sell. Have questions about item minimums? Ask Taren!

## **When do you want the store to be open?**

Typically stores run for 2 to 3 weeks. After the store closes all items purchased on the web store are ordered at once and sent to the screen printer for decoration.

This process takes approximately 2 to 3 weeks from the close date of the store. Please take this into consideration when choosing a close date.

- Three weeks Adidas brand merchandise.
- Two weeks for all other brands.

## **Would you like your store to be a fundraiser?**

With the web store, you have the ability to set up a fundraiser. You can add a specified amount extra to each garment price that will go towards fundraising. This is a super-easy way to set up a fundraiser while you let the store do the work.

Please decide on whether or not you want the store to be a fundraiser, and how much you would like the items to be marked up and include this information in your email to Taren.

After your store closes, a check will be cut in your club's name and mailed to your club mailbox. This check must be deposited into your club's ASI Bank Account

## **SETTING UP YOUR STORE**

### **How to set up your store:**

**Please use the email templates on page 3 or 4 and email Taren at [taren@sportandcycle.com](mailto:taren@sportandcycle.com).**

Be sure to expand on these if there are any extra questions or information that you have for Taren. These templates are just a starting point.

## Template email for a non-fundraiser store:

*Subject line: Sac State [sport name] club: web-store*

Hi Taren, we would like to set up an online store for the [insert sport] club.

We would like this store to open on [insert date] and close on [insert date].

The items we would like to have on the store are:

- Item 1: Name and item number/catalog link
- Item 2: Name and item number/catalog link
- Item 3: Name and item number/catalog link
- Etc.

We hope to sell [insert amount] of each item. The design we would like on the items is attached. [\[Don't forget to attach the file :\)\]](#). We will need to get the proof approved by Sport Clubs Staff before we can go to print.

Please ship the items to the address below after the store closes:

[insert shipping address, should not be your club mailbox]

Thank you,

NAME

## Template email for a fundraiser store:

*Subject line: Sac State [sport name] club: web-store*

Hi Taren, we would like to set up an online store for the [insert sport] club.

We would like this store to open on [insert date] and close on [insert date].

The items we would like to have on the store are:

- Item 1: Name and item number/catalog link
- Item 2: Name and item number/catalog link
- Item 3: Name and item number/catalog link
- Etc.

We hope to sell [insert amount] of each item. The design we would like on the items is attached. [\[Don't forget to attach the file :\)\]](#). We will need to get the proof approved by Sport Clubs Staff before we can go to print.

We would like this store set up as a fundraiser. Please mark up the items by [insert amount]. Please make the fundraiser check out to [sport name] club at Sac State and mail the check to:

[Organization Name] club at Sac State

6000 J Street Mailbox # \_\_\_\_\_

Sacramento, CA 95819-6009

Please ship the items to the address below after the store closes:

[insert shipping address, should not be your club mailbox]

Thank you,

NAME