Leslie Gonce, Owner/Artist | 601.310.9641 | YourTshirtStop@gmail.com

Design and Ordering Process for T-Shirt Fundraisers

Please review the process that I follow when working with groups to provide cute t-shirts for fundraising endeavors. My mission @YourStationeryStop and @YourTshirtStop is to help my customers celebrate life by providing quality custom stationery, invitations, and designs for all of life's milestones and moments. Over the last few years, this mission has grown to include designs for t-shirt fundraisers that have helped raise thousands of dollars for causes near and dear to my heart, including cancer research, dyslexia awareness, school arts groups, etc.

Step 1 :: DESIGN & PRICING ESTIMATES

Whether you have a design concept in mind or not, this first step is the most important. I will work with you via phone calls and messaging to hear your ideas and ask questions about design style, design elements, direction, etc. Please note, I create original designs only (unless you'd like me to adapt one of my designs to fit your needs) and have a strict policy against copying others' artwork. I usually need a couple of weeks to brainstorm – thinking over what I've heard from you and letting my design wheels turn. I may touch base to ask more questions during this process. During this initial phase, we will discuss pricing. Screenprinting is very dependent on *Quantity* and *Number of Screenprint Colors*.

Step 2 :: PROOFING

After gathering info from you and thinking over design ideas, I will begin to sketch and build a proof for you to review. During the proofing process, I am here to work with you until the design is something you love and are excited about selling! We'll finalize the concept and design in this step and also finalize garment colors and options (brands, garment style, etc.). You will be asked to "sign off" on final proofs so that I have a record of your official approval. Any and all proofing graphics/docs will be watermarked, are for the sole purpose of proofing, and should not be posted, disseminated, printed, or altered.

Step 3 :: LOGISTICS

Once the proofing process is complete, we'll discuss logistics (start date, soft deadline date, delivery expectations, etc.). This process will include my designing and creating order forms and social media graphics to help you with sales. I can also offer an online ordering process through my Etsy shop: *YourTshirtStop.etsy.com*. Many times, offering an online option drives up sales. We'll talk firm pricing during this process, with price breakdowns for different quantity levels. We decide on other aspects like a "soft deadline" date (usually a Friday) for pre-ordering. This is the deadline date you'll advertise in the selling process. But, as we know, people forget and procrastinate so we will also decide on a "hard deadline" date – this will be a deadline extension (usually two-three days over a weekend) to let the last minute orders come in.

Step 4 :: SELLING

At this point, you'll go live with your sale and I will help by posting the designs and social media graphics to my business social media accounts. During this time, you will keep track of your sales and money collected. If you have opted to use the online ordering process through my Etsy shop, I will keep up with online orders. There is an 8% charge for each Etsy order to cover listing/credit card fees and my tallying/handling of the Etsy orders. The fees for Etsy listings will be calculated based on the retail price of the items and added to/detailed on final invoice. These fees will reduce your profit on each garment and not be directly charged to the customer. During the selling process for pre-order garments, I have found it is a must to include this disclaimer, "*Due to varying stock, some color and/or size substitutions may be necessary.*" For garments like Gildan or SportTek, substitutions are hardly ever necessary; however, with Comfort Color and Bella+Canvas, sometimes a vendor will be out of a certain color in a certain size. In the case of substitutions, I always do my best to sub for the color or size closest to the original request.

Step 5 :: TALLYING

On your end, tallying the orders will probably be your biggest task. You will review all order forms, check that money collected is correct, and submit an order tally to me. **NOTE** I can provide you with an online form to enter orders, if you'd like. This helps tremendously with the tallying process – the form submissions will be automatically entered into a spreadsheet and sorting and counting becomes much easier. I will tally and account for all online orders that are submitted through my Etsy shop.

Step 6 :: ORDERING/PRINTING

I will submit the order to my screenprinter and the t-shirts are printed to our agreed upon specs. Since we will have finalized the design in the proofing phase, at this point, there may be minor logistical tweaks but I will handle those with the screenprinter.

Step 7 :: DELIVERY

I like to allow two weeks (ten business days) between the Tallying and Delivery steps to ensure we have enough time. I will double check the order before delivering to you. If any issues arise after garments are delivered to you, you may contact me for resolution.

Step 8 :: PAYMENT & INTELLECTUAL PROPERTY RIGHTS

I will invoice you for final garment quantity cost, plus applicable sales tax, and payment will be due upon delivery – with an exception in circumstances where a Purchase Order process has been accepted by me. Please let me know up front if your group will need to work on a Requisition/Purchase order process. My fees/royalties are included in the price per shirt discussed in the "Logistics" step. In addition, I will write a check to your organization for the proceeds from the online orders. Proceeds from online orders will be calculated and a report shared with you at time of invoicing. There will also be an agreement signed stating that all rights to the design/graphics/supporting forms and graphics remain with the artist and that all re-ordering must be done through YourStationeryStop/YourTshirtStop.

Questions? Just ask!