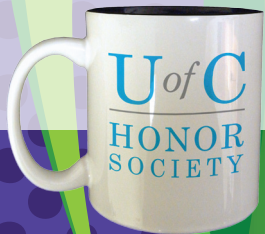


Sales & Marketing Solutions  
For Digital Decorators



# Making Money In The School Market



## Sales & Marketing Solutions For Digital Decorators

# Making Money In The School Market

This target marketing plan focusing on **Schools**, will provide you with all the information you need to continue building your business by providing full-color personalized products for public and private schools and related organizations in your area. It's a collaborative effort between Sawgrass Technologies and Unisub that will provide you with a wide range of practical resources and/or links including: webcast videos, substrates, artwork, and other collateral material.

Some items will be in template form so that you can easily modify them to support your specific marketing needs. All of these supporting materials are located online for easy retrieval and download.

We will also provide recommendations on different products to support the creation of sample kits. We suggest that you build kits that are generic in nature, such that they can be shown to any organization at any school. All of the included artwork was designed with this concept in mind. Refer to Chapter 6 for more information and links to a downloadable set of artwork and templates for creating a basic sample kit that targets the School Market.

# TABLE OF CONTENTS

Introduction

Chapter 1 – Elementary Schools

Chapter 2 – Middle Schools

Chapter 3 – High Schools

Chapter 4 – Colleges & Universities

Chapter 5 – Building A Fundraising Program

Chapter 6 – Creating A Sample Kit

Chapter 7 - Resources

## INTRODUCTION TO THE SCHOOL MARKET

According to U.S. and Canadian government data, over 75 million North Americans between the ages of 5 and 25 are students. They attend over 80,000 schools, all of which have extra-curricular activities, academic awards and faculty and staff deserving of recognition and appreciation, and can therefore become an important part of your sublimation business.

Target schools and related organizations can be anywhere within the area in which you do business. We will show you how to contact and present sublimation opportunities to the school and the drivers of demand for the full-color personalized products a sublimation system is designed to produce.

All schools in your region are potential targets, although the greatest opportunities exist within high schools that have a large number of extra-curricular activities, students with their own and their parent's money to spend, and a network of parent booster clubs that are involved with the school.

Colleges, middle schools, and elementary schools will all provide opportunities as well. And to some degree, there are also opportunities with pre-school and day care centers, though they may not be officially part of the local school system.

A key factor is to understand that most schools have little or no money to spend on digitally decorated products. A more realistic opportunity may be the support (booster) groups, which typically operate under their own budgets which are not controlled by the school system. Almost all of these organizations engage in **fundraising** activities to support their cause, thus you should focus on this approach as a way to get their attention and create a profitable business relationship.

Specific information about the schools you are targeting can often be found on the web. Most schools now have websites and spending some time there will provide you with contact names within the school, including the support organizations and background information that will allow you to better market your products to a school.

Before getting started with developing your School Market Plan, we suggest you watch the following **webcasts** which contain useful information about the school market and about fundraising which will play an integral part in marketing to school organizations:

**Target Marketing: Schools**

**Making Money In The School Market**

**Building A Fundraising Program**

# CHAPTER 1 – ELEMENTARY SCHOOLS

## Market Overview

- **Total number of students:** Over 24.5 million
- **Total Number of Schools:** Over 52,000

Each school district is responsible for organization and supervision of the local public schools. Some large districts include all or part of a city or county. Other districts are much smaller and may include only limited areas. Catholic schools are fairly autonomous but are structured within a diocese, and most other private schools operate independently.

The primary target will be the PTA using the fundraising angle whereas products are created and sold to the parents to show support for their children and the school. A secondary target will be the school administration with products for the school and students. Extra-curricular activities such as sports, clubs and band are virtually nonexistent in elementary schools, and thus there is very little opportunity in those areas.

Designs that will appeal to the elementary market would include the school mascot or logo and school colors. The ability to add photos and personalize the products will also be significant.

## Getting Your Foot In The Door

Your first step is to identify the elementary schools in a given area and the key contacts at each one. This is easily accomplished using the internet, as most school districts have comprehensive websites. Once you find a list of schools, visit the website for each one and take note of key contact people including the Principal and the PTA President.

If you are selling products directly to the school, then middle summer is usually the time to approach the principal, as administrative staff typically work 12 months out of the year and things are usually less hectic during summer break. Keep in mind that many of the potential sales such as award plaques are more likely to happen at the end of semester rather than the beginning, so don't expect an order, just treat it as a relationship building opportunity.

Dealing with the PTA can be somewhat challenging, simply because the Officers normally change out each year. The actual turnover date for the PTA Executive Board varies with each school district and usually coincides with the FISCAL school year. For most districts that is July 1st. Once a given PTA organization is your client, you must be very careful to maintain continuity with the group from year-to-year.

Another point to take into consideration with the PTA is that they tend to plan fundraisers and events several months in advance. In fact, an outgoing Executive Board may have already initiated a program for the following school year. Thus, you need to be prepared to work on a 6 to 9 month timetable. For example, plan on discussions in September about fundraisers that may not occur until spring and vice versa.

Networking is one of the best ways to connect with a potential new client such as the PTA President. Once you identify the person, start working through your friends, family and existing clients to see if anyone knows the person you are targeting. Use those relationships to help you get a personal introduction to the PTA President, rather than just initiating a cold call.

## Precautions for Dealing With Elementary Schools

**Supporting Organizations** - Many of these groups, such as the PTA, are not legal entities, but rather a formal group formed to support a given school. Just because they have an organizational name, officers, members and even bylaws, doesn't mean that they are a legitimate business unit or non-profit group. Thus, you may have trouble collecting money, as there is no one who is truly responsible in legal terms. Do they have a Tax ID number? Are they tax exempt?

In addition, because they are taking orders from individuals, make sure they are not passing those on to you. The last thing you want is a hundred different checks from a hundred different people. Make sure the organization collects and processes all payments, then pays you with one lump sum.

Another challenge can be that the organization has little or no money for initiating a program such as a spirit fundraiser where they buy and resell products from you. Beware of a request for doing business on a consignment basis where they pay you as they make the sales. If you are supplying goods to them, you must insist on full payment upon delivery. Therefore, the best programs are typically ones where the PTA sells something to parents and collects payment in advance before they deliver the orders to you so that you get paid in a timely fashion.

**School Systems** – Depending on the internal management structure of the school system, the individual you are dealing with on the school staff may have to go through multiple levels of approval before they can confirm an order with you. In addition a Purchase Order (PO) may have to be generated from the Accounting Department which means more layers of approval. Also, they may require payment terms, meaning that you don't receive your funds until some set period of time AFTER delivery of the order. Read and understand all the details of their payment process before agreeing to anything!

## Revenue Opportunities

There are three core areas where digitally decorated products can be sold with the elementary school marketplace. For products sold directly to the school system, the Principal is the starting point. For products sold as fundraisers, the PTA President is the most likely starting point. Regardless of your sales angle, you will need to develop a compelling set of samples to show-off your ideas and concepts for the school.

NOTE: Wherever possible be sure to affix a decal on the back of each product with your company contact information, as this may lead to future sales. Most of the end-users will be parents who typically are involved with multiple organizations, all of which will have needs that you can service. Make it easy for them to find you!

## Artwork And Product Ideas

UNISUB is a manufacturer of high quality blank sublimation imprints and a key business partner of Sawgrass Technologies. Their website provides a wide range of products, templates and artwork that can support your sales and marketing efforts.

You can access their library of materials as follows:

[www.unisubgraphics.com](http://www.unisubgraphics.com)

coupon code: 40-1130

Once you have completed your registration, open the Schools link for exciting products and artwork that is specific to Schools and school-related functions. Reference the website as you review the following product categories.



### Motivational & Award Products

Items such as bookmarks, key chains, or bag tags could be used on a school wide level for children. They could be customized with the school logo and colors and include a motivational or self-esteem building phrase like, “Reading is Fun for Everyone!” Plaques given to students for awards and recognition would also be good items and the ability to produce full-color awards will be appealing to schools because they will be able to create colorful motivational products that will appeal to children. Plaques are also items that can be offered for teacher and staff awards plus donor recognition.

### Identification Products & Signage

Nameplates, desk plates, plaques, and small interior signs could be offered to schools for offices, classrooms and desks. Name badges would be good items to offer administration for all teachers and staff to wear at open house and other events where parents and other community members are visiting the school. Your ability to create full-color signs will help schools to have a more “child-friendly” appearance.

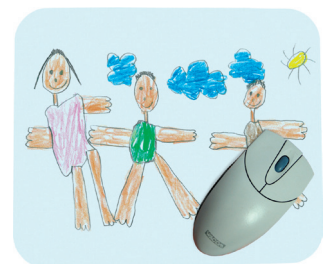


### School Spirit

Some products could be sold to parents as a way for them to show support for their child’s school. Mugs, license plates, license plate frames, t-shirts, water bottles and picture frames are examples of items that you could offer to the school for parents to purchase. The PTA would be the best place to offer items in this capacity. They could even use the sale of these items as a fundraiser.

### Kids Artwork

This a great fundraiser program that has mass appeal to the elementary school market (and even pre-schools and day care centers). The students create artwork which is then sublimated onto photo panels, plaques, mugs, mouse pads, etc and offered for sale to the parents. It’s the type of product that no parent can refuse!



### Building A Long-Term Relationship

Because funds with public schools, especially at the elementary level are very limited, you can build a positive relationship with each school customer by providing some products to them at no charge. This will help you to establish yourself as a caring member of the community who supports local education and ultimately it will help you to build a long-term bond.

A simple suggestion is to offer to provide some plaques for recognizing student and/or staff achievement each year. In addition to affixing company contact information on the back, because you are donating free of charge, it may be reasonable to add your company logo (subtly) in the lower right corner of each item.



## CHAPTER 2 – MIDDLE SCHOOLS

### Market Overview

- **Total number of students:** Over 12 million
- **Total Number of Schools:** Over 15,000

Each school district is responsible for organization and supervision of the local public schools. Some large districts include all or part of a city or county. Other districts are much smaller and may include only limited areas. Catholic schools are fairly autonomous but are structured within a diocese and most other private schools operate independently.

Middle Schools typically offer a narrow to medium range of extra-curricular activities such as athletics, band, chorus, cheerleading, drama, clubs etc. Many of these programs act as a social platform that brings together the student body and promotes spirit and a sense of belonging. Thus, the potential for selling products with mascots, logos, slogans, etc is quite high.

There are three primary customer groups to consider in a typical Middle School:

- **Students** – extra-curricular activities, athletics and school spirit.
- **Parents and Booster Clubs** – fundraisers and school spirit.
- **School Administration** – recognition, gift and award products for students, faculty, staff and donors.

A primary focus will be on the PTA and extracurricular groups using the fundraising angle whereas products are created and sold to the parents and students to promote school spirit. By the same token, some of the different organizations will be interested in simply buying products for their members and parents with no profit motive. Another target may be the school administration with products for the school and student awards, but with limited funds, this may be a very thin market of opportunity.

Designs that will appeal to the middle school market would include the school mascot or logo and school colors. The ability to add photos and personalize the products will also be significant.

### Getting Your Foot In The Door

Your first step is to identify the middle schools in a given area and the key contacts at each one. This is easily accomplished using the internet, as most school districts have comprehensive websites. Once you find a list of schools, visit the website for each one and take note of key contact people including the Principal, PTA President, Coaches, Band Director, etc.

If you are selling products directly to the school, then middle summer is usually the time to first approach the principal, as administrative staff typically work 12 months out of the year and things are usually less hectic during summer break. Keep in mind that many of the potential sales such as award plaques are more likely to happen at the end of semester rather than the beginning, so don't expect an order, just treat it as a relationship building opportunity.

Dealing with the PTA or any support group can be somewhat challenging, simply because the Officers normally change out each year. The actual turnover date for the PTA Executive Board varies with each



school district and usually coincides with the FISCAL school year. For most districts that is July 1st. Once a given PTA organization is your client, you must be very careful to maintain continuity with the group from year-to-year.

Another point to take into consideration with the PTA is that they tend to plan fundraisers and events several months in advance. In fact, an outgoing Executive Board may have already initiated a program for the following school year. Thus, you need to be prepared to work on a 6 to 9 month timetable. For example, plan on discussions in September about fundraisers that may not occur until spring and vice versa.

Networking is one of the best ways to connect with potential new clients such as the PTA Officers, Coaches, and key staff members. Once you identify the person, start working through your friends, family and existing clients to see if anyone knows the person you are targeting. Use those relationships to help you get a personal introduction to the individual, rather than just initiating a cold call.

### Precautions for Dealing With Middle Schools

Many **support groups**, such as the PTA, are not legal entities, but rather a formal group formed to support a given school. Just because they have an organizational name, officers, members and even bylaws, doesn't mean that they are a legitimate business unit or non-profit group. Thus, you may have trouble collecting money, as there is no one who is truly responsible in legal terms. Do they have a Tax ID number? Are they tax exempt?

In addition, because they are taking payments from individuals, make sure they are not passing those on to you. The last thing you want is a hundred different checks from a hundred different people. Make sure the organization collects and processes all payments, then pays you with one lump sum.

Another challenge can be that the organization has little or no money for initiating a program such as a spirit fundraiser where they buy and resell products from you. Beware of a request for doing business on a consignment basis where they pay you as they make the sales. If you are supplying goods to them, you must insist on full payment upon delivery. Therefore, the best programs are typically ones where the PTA sells something to parents and collects payment in advance before they deliver the orders to you so that you get paid in a timely fashion.

When dealing with the internal management structure of a **school system**, the individual you are dealing with on the school staff may have to go through multiple levels of approval before they can confirm an order with you. Also, a Purchase Order (PO) may have to be generated from the Accounting Department which means more layers of approval. In addition, they may require payment terms, meaning that you don't receive your funds until some set period of time AFTER delivery of the order. Read and understand all the details of their payment process before agreeing to anything!

### Revenue Opportunities

In the middle school world, you must focus on reaching the parents. Even if the students are interested in the products they see, the parents are making the purchase, so it is imperative that the parents see sample products and receive the opportunity to purchase either through an order form, website or some other means. Overall, the key to making a profit selling to middle schools is getting the product to the parents.

Because of the dynamics of the age group, there are plenty of potential activities and organizations

within a Middle School that may have a need for the products that you produce. These include:

**Athletics**

**Academics**

**Service & Ministry**

**Fine Arts**

**Student Body**

For products sold directly to the school system, the Principal is the starting point. For products sold to extracurricular groups, the leader of the group is the most likely starting point. A key approach with most of these groups is the fundraising angle as budgets are tight in most public schools.

Regardless of your sales angle, you will need to develop a compelling set of samples to show-off your ideas and concepts for the school.

## Artwork And Product Ideas

UNISUB is a manufacturer of high quality blank sublimation imprintables and a key business partner of Sawgrass Technologies. Their website provides a wide range of products, templates and artwork that can support your sales and marketing efforts.

You can access their library of materials as follows:

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coupon code: 40-1130

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NOTE: Wherever possible be sure to affix a decal on the back of each product with your company contact information, as this may lead to future sales. Most of the end-users will be parents who typically are involved with multiple organizations, all of which will have needs that you can service. Make it easy for them to find you!

## ATHLETICS

Logoed and personalized products go hand-in-hand with athletics. Sublimated products can be used to promote team unity and membership, raise school spirit, and commemorate team and individual accomplishments. Bag tags, picture frames, license frames, car flags, I.D. tags, key chains, plaques, and basketball goals are just a few of the products that will appeal to middle school athletes and their parents.



The sports offered and number of participants will vary from school to school, but the average number of players across the nation is included in the activity / product matrix on the following page.

The contact would be the coach of the team or the athletic director of the school. The initial approach should be made five to six weeks before the season starts. If you decide to contact the athletic director, you would want to make the initial pitch when school begins, and discuss your products for every program. It is not practical to meet with the athletic director six weeks before the start of each individual sport.

## ACADEMICS

Extra-curricular activities like student council, or the school paper are not only important to the school, but often are positively correlated with academic success. Because of this, parents typically encourage their children to become involved and are eager to support these activities. Since parents would be purchasing these products either for themselves or their children, the parents must see them.



Your products can be used to show recognition of membership. Individual and group accomplishments could also be remembered with your line of products. I.D. tags, T-shirts, dry erase boards, mugs, and mouse pads are just a few examples of potential products for this group. The best contact would be the principal, vice principal, or director of activities. In some cases they may direct you to the teacher or parent in charge of this activity at the school.



## SERVICE & MINISTRY

This section deals with clubs or groups that meet both inside and outside of school. Boy Scouts and Girl Scouts, for example, meet at least once a week outside of school. Environmental clubs take field trips outside of school all the time. Also, religious groups or clubs (typically at private schools) take retreats and have meetings on a weekly basis. Students devoting this much of their spare time to a group like those mentioned have a strong affiliation with the group and its members. A plaque showing their accomplishments or a T-shirt in remembrance of a trip or a retreat would be good items to offer. The number of participants will vary depending on the size of the school.

## FINE ARTS

Not all middle schools have a fine arts program, but the ones that do will provide you with another opportunity. Whether it is singing, acting, or playing an instrument many schools will have a number of students that participate in these extracurricular activities.



Recognition of membership and acknowledgement of achievement or participation are reasons why students and parents would want your products. Award plaques, bag tags, picture frames, T-shirts, and key chains are examples of items to offer for these activities. The contact will usually be the person in charge of each activity. You may want to initially approach the principal or vice principal in the summer and then approach each individual activity sponsor in beginning of the school year.

## STUDENT BODY

Those activities that involve the whole school may seem to be a bigger opportunity than athletics, but

only if you can get the entire school involved. For this section you want to think about the big picture, especially if you are focusing on fundraising. Obviously the reason for buying sublimated products in this case is to make money for the school. Remember that school-wide also includes showing appreciation to faculty, staff, and students. Plaques, or wall clocks make wonderful gifts for teachers. The contacts for school-wide products will vary from school-to-school, but you can call the school secretary for a list of possible contacts. If multiple contacts are given you may have to try several before you find success.



What follows is a matrix outlining all of the information discussed in this section. The matrix lists typical activities, participants, reasons they would purchase your products, suggested products for each activity, information on who to contact, and when to make the initial proposal for public and private middle schools.

ACTIVITIES	PARTICIPANTS	NUMBER OF PARTICIPANTS	REASON FOR PERSONALIZED PRODUCTS	PRODUCTS FOR SPECIFIC ACTIVITY	WHO IS THE CONTACT	TIME WHEN "BUY" IS MADE
<b>ATHLETICS</b>						
<b>Note: Two Grade Levels may be Grouped Per Team / Within Team-Usually A and B Skill Level</b>						
Field Hockey	All Students, Female, Non-Cut	30-40	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, License Plate Frames, Plaques, Car Flags	Team Coach, Athletic Director	Proposal in Early Summer, Buy in August
Football	Grade Levels 7-8, Male Students, Non-Cut	30-40	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, License Plate Frames, Plaques, Car Flags, I.D. Tags	Team Coach, Athletic Director	Proposal in Early Summer, Buy in August
Soccer	All Students, Non-Cut	60-70	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, License Plate Frames, Plaques, Car Flags, Key Chains	Team Coach, Athletic Director	Proposal in Early Summer, Buy in August
Cross Country	All Students, Non-Cut	25-30	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, License Plate Frames, Plaques, Picture Frames	Team Coach, Athletic Director	Proposal in Early Summer, Buy in August
Basketball	All Students, Try-Out	50-60	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, License Plate Frames, Plaques, Basketball Goal, Clip Board	Team Coach, Athletic Director	Proposal in August, Buy in November
Cheerleading	All Students, Female, Non-Cut	15-25	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, License Plate Frames, Plaques, Car Flags, Earrings, Picture Frames	Team Coach, Athletic Director	Proposal in August, Buy in November
Swimming	All Students, Non-Cut	15-20	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, License Plate Frames, Plaques	Team Coach, Athletic Director	Proposal in Late Sept., Buy in Late November
Track	All Students, Non-Cut	15-20	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, License Plate Frames, Plaques	Team Coach, Athletic Director	Proposal in December Buy in Late February

ACTIVITIES	PARTICIPANTS	NUMBER OF PARTICIPANTS	REASON FOR PERSONALIZED PRODUCTS	PRODUCTS FOR SPECIFIC ACTIVITY	WHO IS THE CONTACT	TIME WHEN "BUY" IS MADE
Volleyball	All Students, Female, Non-Cut	25-40	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, License Plate Frames, Plaques, Picture Frames	Team Coach, Athletic Director	Proposal in Early Summer, Buy in August
Tennis	All Students, Non-Cut	20-30	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, License Plate Frames, Plaques, Picture Frames	Team Coach, Athletic Director	Proposal in December Buy in March
<b>ACADEMICS</b>						
Student Council	All Students/ Elections	8-12	Promote Student Council Sponsored Activities	Clip Boards, T-Shirts, Award Plaques	Assistant Principal/ Student Activities Director	Proposal in Summer, Buy in August/ Sept.
Interest Groups (Math/ Outdoors/ Chess)	All Students	15-30	Recognition of Membership	Award Plaques, Bag Tags, T-Shirts, Personalized Chess Board	Assistant Principal/ Student Activities Director	Proposal in Summer, Buy in August/ Sept.
School Publications (Yearbook/ Newspaper)	All Students	8-12	Recognition of Membership	Bookmark, Mouse pads, Clipboards	Assistant Principal/ Student Activities Director	Proposal in Summer, Buy in August/ Sept.
Competitive Quiz Teams (Quick Recall/ Future Problem Solving)	All Students	15-20	Acknowledgement of Team Accomplishments	Award Plaques, Dry Erase Message Boards, T-Shirts	Assistant Principal/ Student Activities Director	Proposal in Summer, Buy in August/ Sept.
Broadcasting Clubs (School TV)	All Students	8-12	Publicity for School Media	Mouse pads, Dry Erase Signage, Bag Tags	Assistant Principal/ Student Activities Director	Proposal in Summer, Buy in August/ Sept.
<b>SERVICE ORIENTED</b>						
Y-Club/Key Club	All Students	30-45	Show Pride in Club/ Greater Community Awareness	Bag Tags, Key Chains, T-Shirts	Club Moderator, Student Activities Director/Assistant Principal	Proposal in Summer, Buy in August/ Sept.
Community/ Environmental Awareness Clubs (Habitat For Humanity)	All Students	20-35	Recognition of Support of Important Area Organization	T-Shirts, Hats, Magnets	Club Moderator, Student Activities Director/Assistant Principal	Proposal in Late Spring, Buy in Late July/Early August
Boy scouts/ Girl scouts	All Students	30-45	Recognition of Membership	Award Plaques, Bag Tags, Picture Frames, T-Shirts, Key Chains	Contact Pack/ Troop Leader through Student Activities Director	Proposal Year Round
<b>MINISTRY</b>						
Religious Activities	All Students	20-30	Recognition of Membership, Acknowledging Hard Working Group Leaders	Bookmark, Mouse pads, I.D. Tags	Campus Ministry Office	Proposal in Summer, Buy in August
<b>FINE ARTS</b>						
Choral/ Ensemble Groups	All Students	25-35	Recognition of Membership	Award Plaques, Bag Tags, Picture Frames, T-Shirts	Choral Director, Student Activities Director/Assistant Principal	Proposal in Summer, Buy in August/ Sept.
Theatre Clubs (Drama, Speech/Debate)	All Students	10-15	Acknowledgement of Individual Achievements/ Recognition of Membership	T-Shirts, Award Plaques, Door Hangers	Club Moderator, Student Activities Director/Assistant Principal	Proposal in Summer, Buy in August/ Sept.
Play Productions/ Musicals	All Students	School's Student Population	Promote Ticket Sales/ Acknowledgement of Participation	Magnets, Picture Frames, Key Chains, T-Shirts	Stage/ Artistic Director, Student Activities Director/ Assistant Principal	Proposal in Summer, Buy in August
<b>STUDENT BODY</b>						

ACTIVITIES	PARTICIPANTS	NUMBER OF PARTICIPANTS	REASON FOR PERSONALIZED PRODUCTS	PRODUCTS FOR SPECIFIC ACTIVITY	WHO IS THE CONTACT	TIME WHEN "BUY" IS MADE
Teacher/ Faculty Appreciation	Parent Groups	50-100	Acknowledgement of Year-Round Hard Work and Dedication	Name Plates, Mugs, Desk Clocks, License Frames, Note Holder, Paperweight	PTA President/ Booster Club President/ Dean of Studies	Proposal in Early Summer, Buy in Early Spring
Alumni Association	Graduated Students	# Varies with School's Charter Year	Recognition of Membership	Mugs, Desk Clock, Note Holder, Paperweight	Director of Alumni Relations	Proposal in Early Summer, Buy in Early August
Bookstore/ School Gift Shop	All Students/ Parents/ Faculty	School's Student Population	Increasing the Variety/ Selection of Items Available to School	Car Flags, Mugs, Key Chains, Magnets, Picture Frames, B-Ball Goals, Note Holder, Mouse Pads	Book Store Manager	Proposal in Late Spring, Buy in August
Student Awards & Recognitions	Selected Students	Dependent on # of Clubs and Sports which Acknowledge Achievements	Acknowledge Athletic/ Academic Achievements	Award Plaques, Picture Frames	Student Activities Director/Assistant Principal	Proposal in Early Summer, Buy in August (Fall Sports), Buy in March (Clubs & Spring Sports)
Parent Groups	PTA, Booster Club	75-100	Promote Community Awareness/ School Pride	Car Flags, License Plates, Clocks, Picture Frames, Dry Erase Boards	PTA President/ Booster Club President/ Assistant Principal	Proposal in August, Start Buying in Sept Purchase Continues Year-Round
School Fundraising	All Students/ Parents/ Faculty	Dependent on Focus of Fundraiser	Increase Profits with Added Benefit of Incentive	Car Flags, Picture Frames, B-Ball Goals, Mugs, Mouse Pads	Director of Annual Giving & Event Planning	Proposal in Summer, Buy in August

## Building A Long-Term Relationship

Because funds with public schools are very limited, you can build a positive relationship with each school customer by providing some products to them at no charge. This will help you to establish yourself as a caring member of the community who supports local education and ultimately it will help you to build a long-term bond.

A simple suggestion is to offer to provide some plaques for recognizing student and/or staff achievement each year. In addition to affixing company contact information on the back, because you are donating free of charge, it may be reasonable to add your company logo (subtly) in the lower right corner of each item.

These are the kinds of things that keep your company in the spotlight such that the Staff, Administration, Faculty and Parents remember who you are and continue to use your services over and over again.



## CHAPTER 3 – HIGH SCHOOLS

### Market Overview

- **Total number of students:** Over 15 million
- **Total Number of Schools:** Over 17,500

Each school district is responsible for organization and supervision of the local public schools. Some large districts include all or part of a city or county. Other districts are much smaller and may include only limited areas. Catholic schools are fairly autonomous but are structured within a diocese and most other private schools operate independently.

High Schools typically offer a wide range of extra-curricular activities such as athletics, band, chorus, cheerleading, drama, clubs etc. Many of these programs act as a social platform that brings together the student body and promotes spirit and a sense of belonging. Thus, the potential for selling products with mascots, logos, slogans, etc is quite high.

There are three primary groups of potential customers to consider in a typical High School:

- Students - extra-curricular activities, athletics and school spirit.
- Parents and Booster Clubs – fundraisers and school spirit.
- School Administration - recognition, gift and award products for students, faculty, staff and donors.

A primary focus will be on the PTA, booster and extracurricular groups using the fundraising angle whereas products are created and sold to the parents and students to promote school spirit. By the same token, some of the different organizations will be interested in buying products for their members and parents without a profit motive. Another target may be the school administration with products for the school and student awards.

The opportunities within high schools for full-color personalized products are driven by four factors:

1. Student participation in extracurricular activities.
2. The desire for parents and boosters to have products that link them specifically to the school, activity, and student they support.
3. School wide activities promoting school spirit, or special events such as prom or graduation.
4. The need at the school for recognition, gift, and award products for students, teachers, other employees, and donors.

The specific opportunity available will vary by school. However, the average high school has over 700 students who participate in an average of almost two extra-curricular activities. Many high school students also have part-time jobs and/or generous allowances providing them with the income to buy products they like.

Most high schools have active, well-organized booster clubs, particularly for athletic and band activities, with a group of committed parents that are always looking for new items and ideas to promote their



school and their child's activity, as well as raise money to support that endeavor. Sublimation provides you the tools to fill all of these needs for a school.

## Getting Your Foot In The Door

Your first step is to identify the high schools in a given area and the key contacts at each one. This is easily accomplished using the internet, as most school districts have comprehensive websites. Once you find a list of schools, visit the website for each one and take note of key contact people including the Principal, PTA President, Coaches, Band Director, Booster Club Presidents, etc.

If you are selling products directly to the school, then middle summer is usually the time to first approach the principal, as administrative staff typically work 12 months out of the year and things are usually less hectic during summer break. Keep in mind that many of the potential sales such as award plaques are more likely to happen at the end of semester rather than the beginning, so don't expect an order, just treat it as a relationship building opportunity.

Dealing with the PTA or any support group can be somewhat challenging, simply because the Officers normally change out each year. The actual turnover date for the PTA Executive Board varies with each school district and usually coincides with the FISCAL school year. For most districts that is July 1st. Once a given PTA organization is your client, you must be very careful to maintain continuity with the group from year-to-year.

Another point to take into consideration with the PTA is that they tend to plan fundraisers and events several months in advance. In fact, an outgoing Executive Board may have already initiated a program for the following school year. Thus, you need to be prepared to work on a 6 to 9 month timetable. For example, plan on discussions in September about fundraisers that may not occur until spring and vice versa.

Networking is one of the best ways to connect with potential new clients such as the PTA Officers, Coaches, and key staff members. Once you identify the person, start working through your friends, family and existing clients to see if anyone knows the person you are targeting. Use those relationships to help you get a personal introduction to the individual, rather than just initiating a cold call.

## Precautions for Dealing With High Schools

Many **support groups**, such as the PTA, are not legal entities, but rather a formal group formed to support a given school. Just because they have an organizational name, officers, members and even bylaws, doesn't mean that they are a legitimate business unit or non-profit group. Thus, you may have trouble collecting money, as there is no one who is truly responsible in legal terms. Do they have a Tax ID number? Are they tax exempt?

In addition, because they are taking payments from individuals, make sure they are not passing those on to you. The last thing you want is a hundred different checks from a hundred different people. Make sure the organization collects and processes all payments, then pays you with one lump sum.

Another challenge can be that the organization has little or no money for initiating a program such as a spirit fundraiser where they buy and resell products from you. Beware of a request for doing business on a consignment basis where they pay you as they make the sales. If you are supplying goods to them, you must insist on full payment upon delivery. Therefore, the best programs are typically ones where the PTA sells something to parents and collects payment in advance before they deliver the

orders to you so that you get paid in a timely fashion.

When dealing with the internal management structure of a **school system**, the individual you are dealing with on the school staff may have to go through multiple levels of approval before they can confirm an order with you. In addition a Purchase Order (PO) may have to be generated from the Accounting Department which means more layers of approval. Also, they may require payment terms, meaning that you don't receive your funds until some set period of time AFTER delivery of the order. Read and understand all the details of their payment process before agreeing to anything!

## Revenue Opportunities

Because of the dynamics of the age group, there are plenty of potential activities and organizations within a High School that may have a need for the products that you produce. These include:

**Athletics**

**Academics**

**Service & Ministry**

**Fine Arts & Band**

**Student Body**

For products sold directly to the school system, the Principal is the starting point. For products sold to extracurricular groups, the leader of the group is the most likely starting point. One key approach with most of these groups is the fundraising angle as budgets are tight in most public schools.

Regardless of your sales angle, you will need to develop a compelling set of samples to show-off your ideas and concepts for the school.

## ARTWORK AND PRODUCT IDEAS

UNISUB is a manufacturer of high quality blank sublimation imprints and a key business partner of Sawgrass Technologies. Their website provides a wide range of products, templates and artwork that can support your sales and marketing efforts.

You can access their library of materials as follows:

**[www.unisubgraphics.com](http://www.unisubgraphics.com)**

coupon code: 40-1130

Once you have completed your registration, open the Schools link for exciting products and artwork that is specific to Schools and school-related functions. Reference the website as you review the following product categories.

NOTE: Wherever possible be sure to affix a decal on the back of each product with your company contact information, as this may lead to future sales. Most of the end-users will be parents who typically are involved with multiple organizations, all of which will have needs that you can service. Make it easy for them to find you!

## ATHLETICS

The sports offered will vary from school-to-school and region-to-region. Members of a high school sport team will typically display a high loyalty and affinity for their team and school. The number of athletes at a given high school will vary, but with the addition of many women's sports teams over the last twenty years it is normal to have 30-40% of students in a school involved in a sports program.



Each sport in a high school will probably have a freshmen, junior varsity, and varsity team. The exact number of participants will vary from sport-to-sport. For example, a high school may have between one hundred and one hundred and fifty football players ranging from ninth graders to seniors. On the other side of the spectrum golf teams may only have ten to twenty players (freshmen, JV, and varsity). Schools offering 8-10 sports for both male and female students will typically have 300-500 students involved in athletics.

Another aspect of high school athletics that differs from the college level is that some sports are non-cut. This means that anyone who wants to be on the team can be on the team. The most prevalent non-cut sports are rowing, cross-country, football, swimming, diving, and wrestling or power-lifting. Since these sports are non-cut it is possible, and often probable that they will have more participants than the sports that hold try-outs.

Your products can be sold to high school athletic departments to meet several needs. Most relevant is to promote team membership and unity. You have to look like a team in order to play like a team. Products that appeal to teams would include bag tags, license frames, I.D. tags, basketball goals, car flags, etc., and can be given out at the beginning of the season to help boost team morale.

An athletic department can also purchase sublimated products as recognition awards for athletes, and gifts for coaches and other employees. All teams have some type of season-ending banquet or other event that involves awards. Plaques allow you to offer them a full-color product that can utilize pictures as well as text and a team logo. Coaches' gifts of clipboards, mugs, polo shirts, or picture frames can all be personalized.

Booster clubs and parent groups are also prime targets for personalized products. All booster clubs raise funds and you can offer a fundraiser with no risk to the club as products are made to order. License plates and frames, car flags, coffee mugs, key chains, and picture frames are great items that parents can purchase to show their support of the program and raise money for the athletes.

When trying to sell sublimated products to athletic teams one must either contact the booster club president, team coach, or athletic director. You should begin by contacting the athletic director, and explaining how your products could serve their program. If you already have a contact with a coach or booster club parent ask them for some inside information on the program, make them a sample, and request an introduction to the athletic director.

It is important that parents see your product line. Parents are extremely proud of their children's involvement in athletics and will purchase products for themselves, such as a picture frame for their desk at work, to display pride in their children's accomplishments. Also, many students receive money from their parents to purchase products for themselves. Anything that crosses the twenty to twenty-five dollar threshold is just too much for a student to spend on anything school-related, but their parents will

spend this much and more to make sure everyone knows that their child plays soccer for his or her high school.

Getting the booster club involved in promoting your products can be critical to your success. They can serve as your sales and marketing arm and raise money while promoting their school and team.

The time of year that the proposal should be made will differ from sport-to-sport. High school athletics are broken down into fall (football, field hockey, soccer), winter (wrestling, swimming, volleyball, basketball) and spring (cross-country, golf, tennis, baseball, softball) sports, but the time these are played will vary from state-to-state. As a general rule the contact and proposal should be made five to six weeks before the beginning of the season. This should allow the coach, athletic director, or booster club president ample time to make a decision on which products the athletic program could use.

## ACADEMICS

Academic opportunities include honor societies, language clubs, interest groups like the math team or chess club, the school paper, magazine or yearbook, quiz teams, broadcasting clubs, and career related clubs such as a college club or FBLA (Future Business Leaders of America). Academic groups can use many products in much the same way as athletic groups -- to promote unity, membership recognition, and to give awards and special recognition to students, parents, and faculty. The size and types of clubs will vary from school-to-school, but the academic groups included in the high school matrix are representative of groups that will be found in high schools throughout the nation.



Many academic clubs and organizations compete against other high schools, represent their club in the community, and take field trips. Academic clubs, like athletic teams, can use your products for recognition, promote team unity, and to showcase accomplishments. Honor Societies, for example, provide an opportunity to offer products to students and parents showing pride in the student's hard work and achievements. Math teams, chess clubs, and competitive quiz teams could use your products for acknowledgement of team accomplishments or to use at competitions.

The academic area offers opportunities to serve a variety of students identifying with the extra-curricular activities they are involved in. Often academic groups are not as high profile as sports teams, so the overall market may not be as large. The fact that these groups usually do not receive the same level of recognition as athletic teams may make your products appealing, and your ability to produce orders in small quantities and personalize items will add to the appeal.

## SERVICE ORIENTED & MINISTRY

Typically, 25% of the students in a school are involved in service-oriented activities. Examples of service clubs across the United States include Key Club, Amnesty International, Interact and YCW (Youth Crime Watch). The average size of prominent service clubs in a given school ranges from thirty to sixty. Your products can help these groups to promote themselves in the community, offer membership recognition, and provide them with a unique way to preserve their memories.



Mentoring groups such as peer leaders, big brother, big sister, and

SADD (Students Against Drunk Driving) are also service-oriented activities that could benefit from sublimation. Products appropriate to offer these clubs include key chains, T-shirts, clipboards, license frames, name badges, hats, and mugs. All of these clubs have needs for fund raising ideas, so you may be able to work with a group in this area as well.

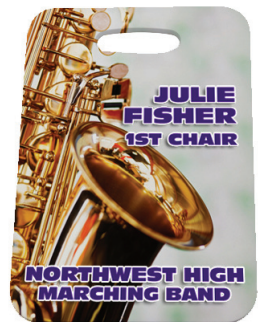
Ministry related groups and activities such as liturgy retreats; FCA (Fellowship of Christian Athletes) and others also provide opportunities for full-color personalized product sales.

These activities will be found at most Catholic schools as well as some private and public high schools. Sublimated products can be used to preserve retreat memories or acknowledge hard working retreat staff. Bookmarks, mugs, mouse pads, I.D. tags, dry erase boards, license frames, car flags, key chains, and T-shirts are potential products for ministry groups.

## FINE ARTS & BAND

Fine arts groups have an affiliation and passion for their activity similar to athletes. The members of these groups have a strong relationship with their school and the art in which they participate. Parents are often extremely involved with choir, theatre, speech, debate teams, and color guard. Parents of band students are often some of the most involved parents. Members all have a strong attachment to each other and the activity they are involved in.

Band will probably provide the largest number of opportunities within the fine arts area of schools. The appropriate product groupings for band are similar to team sports. There are items for players (band members), coaches (band director and/or assistants), and parents (booster club). Bag tags are an easy product to offer members of the band. Nearly everyone has an instrument case or equipment bag, and like black luggage at the airport, they all tend to look alike. The sale may actually be aimed at the band director to promote Esprit de Corps or uniformity.



There are two seasons for band: marching and concert. Marching season runs roughly from August until the end of October, while concert season fills out the remainder of the year. Marching season performances include halftime at football games, occasional community parades, and marching competitions on Saturdays. These contests will be held at high schools throughout the state. Bands compete with other bands of similar size for division awards, and an overall award that goes to the best performance of the competition. Parents often travel with bands to these contests.

Concert season is a little less hectic. There are winter and spring concerts for parents, as well as one state concert in the late winter. Performances are graded for technical merit and assigned a score. It is more of a test than a competition.

Poly Performance golf shirts may be a good item to offer for both marching and concert season, although silk screening may win out here. Band members are often required to purchase a white polo shirt with the band logo. The advantage of being able to add the name of the student below the logo could persuade a band director to switch to sublimated shirts. Plaques for awards and picture frames for parents, key chains, and I.D. Tags are all products that should be offered as well. Earrings with the school colors or mascot may work with the flag corps to add a touch of spirit and uniformity. Football games and many competitions take place at night, so the sparkle of the Florentine edging would make for a nice effect.



The band season ends with an awards banquet. Seniors generally receive a special award, and other awards are given for various categories such as best marcher and most improved musician.

Band director gifts may be surprisingly similar to coaches' gifts. Band directors use clipboards, especially during marching season. The dry erase feature should be appealing because the director could use it to diagram marching formations at practices. It is also good for writing down the names of students who act up at practice -- there can be a lot of waiting around while one group rehearses a section of a performance. Coffee mugs, clocks, paperweights, plaques, and shirts should work as well. Bookmarks can be used to mark a spot in sheet music or hold pages together. A perpetual plaque would be a good item to offer to list the names of past drum majors, section leaders, or generous band boosters.

Band parents and boosters are eager to show their support. License plates, frames, and car flags would be suitable products for this group. Personalized picture frames can also work to house band pictures in a parent's home or office. Jewelry, key chains, mugs, and message boards are all smaller less expensive items that can be customized and personalized for band parents as well.

Other fine arts activities such as chorus, orchestra, and drama clubs have significant student participation, although often with less parental involvement than band. They all provide a reasonable opportunity for full-color products proclaiming membership or support of the activity. Drama departments in particular will have several opportunities throughout the year. Personalized T-shirts, mugs, key chains, and ornaments could be used to promote an upcoming play and serve as items that students and parents could keep to remember their involvement. A cast photo could be placed on the front of the item with a listing of all of the cast and crewmembers on the back.

Choral groups, orchestras, and drama clubs, like bands, also attend regional competitions and compete individually and as a group. T-shirts, bag-tags, and jewelry are some of the products these groups could use at competitions to identify themselves and appear unified. Because these students tend to be more artistically inclined you might want to offer them the option of using their own digital graphics.

## STUDENT BODY

The next area we will explore in the high school market is school-wide activities. This area is appealing because it provides the opportunity to offer your products to the entire school. Included in school-wide activities would be the school bookstore, student government or student council (they plan school-wide events like prom or homecoming), parent groups like the PTA or booster club, and student awards and recognition.

Most high schools have a bookstore that is operated by a staff or faculty member, parent volunteer, or student groups like a business club supervised by a faculty adviser. To find out if a school has a bookstore and who manages it, call the school secretary. School bookstores are usually faced with the dilemma of having to place a large minimum order on most products, so often their stock and selection is limited. Your ability to produce orders in small quantities will allow them to offer new products with minimal risk. You can even offer bookstores the option of placing a catalog or brochure and product samples in the store and having them take orders for you. This option will leave them with no risk and allow you to sell your products to the entire school.



Class officers or groups like student government plan school-wide events and activities like homecoming, prom, and pep rallies. They also work to promote school spirit and student involvement. The group of students that plan these events will vary from school-to-school, but you can call the school's secretary and ask who is responsible for organizing prom. Event-organizing groups like student government or council will usually have a president, vice-president, treasurer, secretary, class or homeroom representatives, and are supervised by a faculty member. An average student government will contain twenty to forty people.

Opportunities with school-wide event organizers exist on two levels:

- 1 Products for the event organizers themselves (the same as an academic group or sports team) to offer membership recognition and promote unity.
2. Products that they can distribute or offer at school-wide events like prom, homecoming, winter dances, pep rallies, and other spirit events.

Student Government and class office positions indicate a level of accomplishment, and often popularity that students and parents are very proud of. Both students and parents would be interested in purchasing your products to show their accomplishments. Items such as T-shirts, key chains, and bag tags as well as plaques that list the members and officers would be appropriate items to offer them in this capacity.

A more large-scale opportunity exists with the planning of school-wide activities like prom. The event-organizing group typically is the sole decision maker for these events, relying only on guidance and approval of faculty member and administrators. They coordinate and choose everything from the venue and DJ to the theme, decorations, and gifts or favors given to all who attend.

It is tradition in most schools for students who attend prom or homecoming to receive a gift relating somehow to the prom theme that they can keep to remember the occasion. Popular gifts include candles, key chains, and mugs. Your ability to offer items they have never seen before like picture frames or coasters with a full-color custom design will give you an immediate advantage. Student groups are always looking for new and unique items to give away at these events and often compete with other local schools and previous classes to give bigger and better gifts. The students also set the ticket prices for these events so they have a reasonable amount of freedom to choose products that appeal to them.

The class president or faculty advisor would be the appropriate contact for this group. Since elections are held at either the end of the school year (for the following year) or at the beginning of school, summer or early in the fall semester would be the best time to make a proposal. The school secretary will have the names of the newly elected officers and their faculty advisor.

PTA's and booster clubs will be interested in your products to sell to students, faculty and parents, and raise money for the school's athletic programs or the school itself.

These groups may be interested in purchasing a large quantity of one particular "spirit" item like key chains or car flags to sell at football games and other school functions. You can give a discount based on the quantity ordered and then the group can set their own price to raise money. You can also offer them the option of carrying a line of your products that can be "made-to-order." They can have a catalogue or brochure with your products and some product samples and take orders. This would allow for personalized products with the school logo and mascot to be sold on a school-wide basis.



Another opportunity for your program is with awards and recognition products. Many schools give out student and faculty recognition awards annually and full-color personalized plaques, frames, or tile boxes would be suitable items for awards and recognition.

Most private schools have development or advancement offices that solicit funds from community members and alumni. Offering personalized products with the school crest or logo on it and the contributor's name would allow schools the opportunity to recognize donors in a special way that will encourage future contributions and help to foster good relationships between the school and members of the community. Your ability to produce short run orders will appeal to development offices, as they generally do not have the budgets to order items in high volume, plus they will receive the added benefit of being able to personalize each item. You would need to contact the person in charge of development or the development office.

The key to making sales is going out in your region and telling schools about your products, not just sitting and waiting for the schools to come to you. With the information included in this module, your sales will increase as long as you take the initiative to go out and market your product to your selected target schools.

What follows is a matrix outlining all of the information discussed in this section. The matrix lists the typical activities, participants, reasons they would purchase your products, suggested products for each activity, information on who to contact, and when to make the initial proposal for public and private high schools.

ACTIVITIES	PARTICIPANTS	NUMBER OF PARTICIPANTS	REASON FOR PERSONALIZED PRODUCTS	PRODUCTS FOR SPECIFIC ACTIVITY	WHO IS THE CONTACT	TIME WHEN "BUY" IS MADE
<b>ATHLETICS</b>						
Baseball	All Students/ Try-Outs	45-60 (Fr, JV, & V combined)	Promote Outward Team Unity at Home Games and on the Road	Bag Tags, Picture Frames, License Frames	Bag Tags, Picture Frames, License Frames	Proposal in December, Buy in Late March
Basketball	All Students/ Try-Outs	45-60 (Fr, JV, & V combined)	Team Unity/ Membership, School Spirit/Pride, Team/Individual Accomplishments	Bag Tags, Basketball Goal, License Frames, Car Flags, I.D. Tags	Bag Tags, Picture Frames, License Frames	Bag Tags, Picture Frames, License Frames
Cheerleading	All Students/ Try-Outs	20-30 (JV & V Squads Combined)	Show School Spirit at School Sporting Events and Competition	Bag Tags, Picture Frames, Earrings	Athletic Director/ Team Coach/ Booster Club President	Proposal in Late Spring, Buy in July
Crew/Rowing	All Students/ Non-Cut	20-35	Show School Spirit at School Sporting Events and Competition	Bag Tags, Picture Frames, Car Flags	Athletic Director/ Team Coach/ Booster Club President	Proposal in December Buy in Late March
Cross Country	All Students/ Non-Cut	45-60	Reflect Team Unity at Practice/ Meets	Bag Tags, Picture Frames, Car Flags	Athletic Director/ Team Coach/ Booster Club President	Proposal in December Buy in Late March
Dance Team/Flag Corp	All Students/ Try-Outs	15-30	Increase School Spirit at Competitions, Remember Routines at Competitions	Bag Tags, Picture Frames, Car Flags, Earrings	Athletic Director/ Team Coach/ Booster Club President	Proposal in Late Spring, Buy in Early August
Football	All Students/ Non-Cut	1/3 - 1/4 of school's students	Display Enthusiasm For Sport At the Game and Day-to-Day Living	Bag Tags, I.D. Tags, Car Flags, Key Chains, License Frames	Athletic Director/ Team Coach/ Booster Club President	Proposal in Early June, Buy in August

ACTIVITIES	PARTICIPANTS	NUMBER OF PARTICIPANTS	REASON FOR PERSONALIZED PRODUCTS	PRODUCTS FOR SPECIFIC ACTIVITY	WHO IS THE CONTACT	TIME WHEN "BUY" IS MADE
Field Hockey	All Students/ Try-Outs	45-60 (Fr, JV, & V combined)	Recognize Team Achievements, Team Unity At Matches	Bag Tags, Picture Frames, Plaques	Athletic Director/ Team Coach/ Booster Club President	Proposal in Late Summer, Buy in Sept.
Golf	All Students/ Try-Outs	10-20	Acknowledge Individual Performance, Pride in School's Team	Bag Tags, Picture Frames, Polo Shirts, Plaques	Athletic Director/ Team Coach/ Booster Club President	Proposal in May, Buy in Early August
Ice Hockey	All Students/ Try-Outs	20-25	Team Unity on and off the Rink	Bag Tags, I.D. Tags, Car Flags	Athletic Director/ Team Coach/ Booster Club President	Proposal in Sept., Buy in November
Soccer	All Students/ Try-Outs	45-60 (Fr, JV, & V combined)	Acknowledge Victories and Loyalty to Sport	Bag Tags, I.D. Tags, Car Flags, License Frames	Athletic Director/ Team Coach/ Booster Club President	Proposal in May, Buy in August
Softball. Fast Pitch	All Students/ Try-Outs	45-60 (Fr, JV, & V combined)	Recognition of Winning Record, School Spirit at Games	Bag Tags, Car Flags, License Frames	Athletic Director/ Team Coach/ Booster Club President	Proposal in December Buy in March
Swimming/Diving/Water Polo	All Students/ Non-Cut	10-20	Recognize Personal Performance, Team Spirit at Meets	Bag Tags, Car Flags, License Frames	Athletic Director/ Team Coach/ Booster Club President	Proposal in Late Sept., Buy in November
Tennis	All Students/ Try-Outs	10-20	Honor Tournament Achievements, Individual Pride in Sport	Bag Tags, Car Flags, License Frames, Picture Frames	Athletic Director/ Team Coach/ Booster Club President	Proposal in December Buy in March
Track & Field	All Students/ Non-Cut	20-30	Acknowledge Individual Event Performance & Team Participation	Bag Tags, Car Flags, License Frames, Plaques	Athletic Director/ Team Coach/ Booster Club President	Proposal in December Buy in Late February
Volleyball	All Students/ Try-Outs	25-30 (boys) 45 (girls, Fr, JV, & V combined)	Team Recognition For Success in League	Bag Tags, Car Flags, License Frames, Picture Frame	Athletic Director/ Team Coach/ Booster Club President	Proposal in December Buy in March
Wrestling/Power Lifting	All Students/ Non-Cut	35-60 (Fr, JV, & V combined)	Outwardly Display Dedication to the Sport, Honor Individual Achievements	Bag Tags, Car Flags, License Frames, Plaques	Athletic Director/ Team Coach/ Booster Club President	Proposal in Early October, Buy in December
ACADEMICS						
Student Council/ Student Gov't	All Students/ Elections	15-30	Promote Student Council Sponsored Activities	Clip Boards, T-Shirts, Dry Erase Message Boards	xxxxxxx	xxxxxxx
Academic Honor Societies (NHS/ Beta)	Jr's & Sr's (meet academic/ service/ leadership requirements)	50-100	Recognition of Membership	Mugs, Picture Frames, Message Boards	xxxxxxx	xxxxxxx
Language Clubs/Honor Societies	All Students (honor students meet academic/ service requirements)	70-100	Recognition of Membership	Key Chains, Picture Frames, T-Shirts	xxxxxxx	xxxxxxx
Interest Groups (Math/ Outdoors/ Chess)	All Students	45-70	Acknowledgement of Significant Members	Mugs, Plaques, Bag Tags, Key Chains, T-Shirts, Personalized Chess Board	xxxxxxx	xxxxxxx
School Ambassadors	Soph's, Jr's, & Sr's /Try-Outs	20-40	To Create a Professional Student Atmosphere	Mugs, Plaques, Bag Tags, Key Chains, T-Shirts, Personalized Chess Board	xxxxxxx	xxxxxxx

ACTIVITIES	PARTICIPANTS	NUMBER OF PARTICIPANTS	REASON FOR PERSONALIZED PRODUCTS	PRODUCTS FOR SPECIFIC ACTIVITY	WHO IS THE CONTACT	TIME WHEN "BUY" IS MADE
School Publications (Yearbook/ Newspaper/ Magazine)	All Students	10-20	Remember Contribution to Successful Publications	Bookmark, Mugs, Mouse pads, Clipboards	xxxxxxx	xxxxxxx
Competitive Quiz Teams (Quick Recall/ Future Problem Solving)	All Students	20-40	Acknowledgement of Team Accomplishments	Bookmark, Plaques, Dry Erase Message Boards, T-Shirts, Plaques	xxxxxxx	xxxxxxx
Broadcasting Clubs (School Radio/TV/ Website)	All Students	15-30	Acknowledgement of Team Accomplishments	Mouse pads, Dry Erase Signage, Clipboards	xxxxxxx	xxxxxxx
<b>SERVICE ORIENTED</b>						
Y-Club/ Interact/Key Club		35-60	Show Pride in Club/ Greater Community Awareness	Key Chains, T-Shirts	Club Moderator	Proposal in Summer, Buy in August/ Sept.
Amnesty International		10-20	Promote Organization Throughout Community	T-Shirts, Clipboards	Club Moderator	Proposal in Summer, Buy in August/ Sept.
Mentoring Groups (Peer Leaders/ Big Bro/ Little Sis/ SADD)		70-100	Visually Acknowledging Support In Community	License Frames, Name Badges, Key Chains, T-Shirts	Club Moderator	Proposal in Late Spring, Buy in Late July/Early August
Community/ Environmental Awareness Clubs (Habitat For Humanity)		30-40	Recognition of Support of Important Area Organization	T-Shirts, Hats, Mugs	Club Moderator	Proposal in Late Spring, Buy in Late July/Early August
<b>MINISTRY</b>						
Religious Activities Committee (Liturgy/ Retreat Planning)		15-30	Preserving Retreat Memories, Acknowledging Hard Working Group Leaders	Bookmark, Mugs, Mouse pads, I.D. Tags, Dry Erase Message Boards	Campus Ministry Office	Proposal in Summer, Buy in August
Fellowship of Christian Athletes		20-40	Outwardly Reflect Personal Faith/ Greater Community Awareness	I.D. Tags, License Plates/Frames, Car Flags, Key Chains, T-Shirts, B-Ball Goals	Campus Ministry Office	Proposal in Summer, Buy in August
<b>FINE ARTS</b>						
Choral/ Ensemble Groups		60-80	Recognition of Membership	Mugs, Mouse pads, Plaques, Bag Tags, License Frames, Picture Frames, T-Shirts	Performing Arts Chairperson	Proposal in Summer, Buy in August/ Sept.
Bands (Marching/ Concert/Pep)		45-90	Increase Support and Spirit Throughout School Community	Mugs, Mouse pads, Plaques, Bag Tags, D. E. Message Boards, License Plates/ Frames, Car Flags, Key Chains, Picture Frames, T-Shirts	Band Director	Proposal in Late Spring, Buy in Early July
Theatre Clubs (Drama, Speech/ Debate)		20-40	Acknowledgement of Individual Achievements/ Unify the Group, Promote School Plays	T-Shirts, Plaques, Mugs, Key Chains, Bag Tags	Team/Club Moderator	Proposal in Summer, Buy in August/ Sept.
Play Productions/ Musicals		40-60 (cast + stage + crew)	Promote Ticket Sales/ Acknowledgement of Participation	Bookmark, Mugs, Magnets, Picture Frames, T-Shirts	Stage/ Artistic Director	Proposal in Summer, Buy in August
Color Guard		20-30	Acknowledgement of Participation, Accomplishments/ School Spirit	Bag Tags, License Frames, Car Flags, Picture Frames, T-Shirts	Band Director	Proposal in Late Spring, Buy in Early July

ACTIVITIES	PARTICIPANTS	NUMBER OF PARTICIPANTS	REASON FOR PERSONALIZED PRODUCTS	PRODUCTS FOR SPECIFIC ACTIVITY	WHO IS THE CONTACT	TIME WHEN "BUY" IS MADE
<b>STUDENT BODY</b>						
Teacher/ Faculty Appreciation		50-100	Acknowledgement of Year-Round Hard Work and Dedication	Name Plates, Mugs, Ornaments, Picture Frames, Note Holder, Paperweight	PTA President/ Booster Club President/ Dean of Studies	Proposal in Early Summer, Buy in Early Spring
Bookstore/ School Gift Shop		School's Student Population	Increasing the Variety/ Selection of Items Available to School	Car Flags, Mugs, Key Chains, Magnets, Picture Frames, B-Ball Goals, Note Holder, Mouse Pads	Manager of Book Store	Proposal in Late Spring, Buy in August
Student Awards & Recognitions		Dependent on # of Clubs and Sports which Acknowledge Achievements	Acknowledge Athletic/ Academic Achievements	Plaques, Picture Frames	Dean of Studies/ Club Moderators/ Athletic Director	Proposal in Early Summer, Buy in August (Fall Sports), Buy in December (Clubs & Spring Sports)
Parent Groups		100-200 Adults	Promote Community Awareness/ School Pride	Car Flags, License Plates, Clocks, Picture Frames, Paperweights, Dry Erase Boards, Note Holder	PTA President/ Booster Club President/ Dean of Students	Proposal in August, Start Buying in Sept., Purchase Continues Year-Round
School Fundraising		Dependent on Focus of Fundraiser	Increase Profits with Added Benefit of Incentive	Car Flags, Picture Frames, B-Ball Goals, Mugs, Mouse Pads	PTA President/ Booster Club President/ Development Office	Proposal in Summer, Buy in August
Dances (Prom, Homecoming)		100-200 Students	Remembrance of Special Night	Key Chains, Picture Frames	Student Council/ Govt. President or Faculty Advisor	Proposal in Summer, Buy Month Prior to Dance

## Building A Long-Term Relationship

Because funds with public schools are very limited, you can build a positive relationship with each school customer by providing some products to them at no charge. This will help you to establish yourself as a caring member of the community who supports local education and ultimately it will help you to build a long-term bond.

A simple suggestion is to offer to provide some plaques for recognizing student and/or staff achievement each year. In addition to affixing company contact information on the back, because you are donating free of charge, it may be reasonable to add your company logo (subtly) in the lower right corner of each item.

These are the kinds of things that keep your company in the spotlight such that the Staff, Administration, Faculty and Parents remember who you are and continue to use your services over and over again.

## CHAPTER 4 – COLLEGES & UNIVERSITIES

### Market Overview

- **Total number of students:** Over 15 million
- **Total Number of Schools:** Over 2000

Private colleges and universities operate independently, while public colleges and universities operate under the rules of the state's education board. College administrations are headed by a president or chancellor and have separate colleges or schools for related fields of study. Each college or school has an academic dean or director who controls the curriculum and faculty in that department. Most colleges and universities operate on a semester system with fall and spring semesters lasting about sixteen weeks each and a summer session lasting about six to eight weeks. Some schools operate on a quarter system, each quarter lasting about 12 weeks.

In reality, a college is made up of multiple entities that operate somewhat autonomously from the school administration, providing many business opportunities, but also many sales challenges as well. For example, you may be dealing with idealistic students who have very little concept of how business in the real world works. Or in the case of a Fraternity, you may have issues with students who are fickle, indecisive and quick to change their mind. In addition, many of them may be poor money managers which puts pressure on you to get paid promptly and in full.

Universities fall into two distinct groups: public and private. Public Universities usually are State-managed organizations that are part of a statewide network of institutions of higher learning. Some of their spending decisions might not be made at the local level. Private Universities are usually stand-alone entities, though they may be part of a managed group of colleges. Private Universities tend to have very high tuition rates, which limits the size of the student body. However, because of the high costs, there may be a different demographic in attendance, one that has a higher level of disposable income.

Designs that will appeal to the college market may include the school mascot or logo, school colors, Greek letters and club logos. The ability to add photos and personalize the products will also be significant

### Licensing

Many Colleges and Universities have placed very tight controls on how their logo's, mascots, slogans, etc are used. These intellectual properties (IP) are typically protected by copyright and trademark law, thus any misuse could result in lawsuits. In order to control their use and generate a stream of revenue for the institution, these items are made available to qualified vendors through a licensing program which is usually, but not necessarily, administered by a third party organization that specializes in licensing.

In most cases, a license is not required when providing products and services directly to the University if the work is approved by the administration. Most institutions have internal policies for dealing with this issue.

If you wish to create and sell properties to retail outlets or the general public, then you will most likely need a license in order to do that. The largest licensing agency for Colleges & Universities is the Collegiate Licensing Company [www.clc.com](http://www.clc.com).

Some schools choose to handle licensing internally. You can learn more by contacting the Dean of Business Affairs in most Universities.

Note: If you are creating merchandise for a University-owned bookstore, you typically do not need a license. However, if it's a privately-owned bookstore you will need a license.

## Getting Your Foot In The Door

Your first step is to identify the Colleges and Universities in a given area, then identify all of the sub-organizations, fraternal organizations, support groups (boosters & alumni), for each one. Because there are probably a lot of different organizations to pursue, create a chart that lists contact info, organizational details, etc. Most of this information can be obtained from the internet, but be aware that with groups such as alumni organizations, booster groups and fraternities the decision makers typically change each year.

It should also be noted that large Universities tend to get more attention from your competition than do smaller schools. You may find it to be more profitable to pursue colleges who are passed over by other Decorators. Though smaller, they are no less enthusiastic when it comes to spirit!

If you are selling products directly to the school, then middle summer is usually the time to first approach the Administrative Offices, as administrative staff typically work 12 months out of the year and things are usually less hectic during summer break.

Networking is one of the best ways to connect with potential new clients such as the administrative staff, faculty, coaches, frat members, alumni, and key staff members. Once you identify the person, start working through your friends, family and existing clients to see if anyone knows the person you are targeting. Use those relationships to help you get a personal introduction to the individual, rather than just initiating a cold call.

Another unique way to approach Colleges and Universities is to hire students as Sales Reps. Because they fit in and know their way around campus, they can open a lot of doors that you can't.

## Precautions for Dealing With Colleges & Universities

Most of the formal organizations associated with Colleges and Universities such as Fraternities, Sororities, Alumni and Athletic Boosters are legal entities which makes it easier to do business with them as they have the necessary infrastructure to make decisions and process payments in a timely fashion.

However, because they may be taking payments from individuals, make sure they are not passing those on to you. The last thing you want is a hundred different checks from a hundred different people. Make sure the organization collects and processes all payments, then pays you with one lump sum.

When dealing with the internal management structure of a College or University, the individual you are dealing with on the staff may have to go through multiple levels of approval before they can confirm an order with you. In addition a Purchase Order (PO) may have to be generated from the Accounting Department which means more layers of approval. Also, they may require payment terms, meaning that you don't receive your funds until some set period of time AFTER delivery of the order. Read and understand all the details of their payment process before agreeing to anything!

Also, be careful to check on licensing restrictions. Just because a group or individual is associated with a University doesn't mean they have permission to use the school's intellectual properties as they see fit, especially when it comes to Greek Organizations and Support Groups.

## Revenue Opportunities

Most Colleges and Universities are self-contained communities within the community which means a thriving social environment where the members have the need to make a statement as to who they are. This of course opens the doors for many sales opportunities. Rather than looking at any one institution as a whole, it's much more manageable from a sales and marketing perspective to break the organization down into five primary groups as follows:

- Greek Life
- Athletics
- Student Organizations
- Administrative/College Advancement
- College Bookstore

For products sold directly to the University, the Business Office is the starting point. For products sold to support groups, the leader of the group is the most likely starting point. One key approach with most of these groups is the fundraising angle. Another key approach is gifts to donors.

Regardless of your sales angle, you will need to develop a compelling set of samples to show-off your ideas and concepts for the school.

## ARTWORK AND PRODUCT IDEAS

UNISUB is a manufacturer of high quality blank sublimation imprints and a key business partner of Sawgrass Technologies. Their website provides a wide range of products, templates and artwork that can support your sales and marketing efforts.

You can access their library of materials as follows:

[www.unisubgraphics.com](http://www.unisubgraphics.com)

coupon code: 40-1130

Once you have completed your registration, open the Schools link for exciting products and artwork that is specific to Schools and school-related functions. Reference the website as you review the following product categories.

NOTE: Wherever possible be sure to affix a decal on the back of each product with your company contact information, as this may lead to future sales. Make it easy for them to find you!

## GREEK LIFE

One of the largest opportunities at the college level exists with fraternities and sororities. Although not every school has these organizations, this area is the largest group of potential customers. Sororities



and fraternities have already been exposed to products much like the ones you offer, but until now have not been able to personalize the products. The number of fraternities and sororities will vary depending on the number of students attending the college or university and the size and strength of the school's Greek system.

Each sorority and fraternity has its own officers and committee chairs with titles like social or activities chair. They all operate independently under the rules, by-laws, and guidance of a Greek or Pan-Hellenic Council made up of faculty members, and in some cases fraternity and sorority members that sit as delegates on the council. When contacting fraternities and sororities about your products, you should contact the director of Greek affairs for the college or the president and activity chair of each fraternity and sorority. Contacting each individual sorority and fraternity officer will be more effective in schools with large Greek systems, because administrative involvement is less centralized than in smaller schools.



Fraternities and sororities begin their semester the first week, and in some cases one or two weeks before, the beginning of the semester with a process called "rush," where they recruit new members. Since rush is usually before or during the first week of school it is important to make your contact in mid summer or early winter for spring rush. During rush week prospective members visit sorority and fraternity houses and attend special events at each house to decide which fraternity or sorority they would like to "pledge" or join. Once a person decides which fraternity or sorority to pledge, they often go on a spending spree buying up everything with their letters on it. This will probably be your first opportunity to sell your products. Your ability to produce orders in small quantities and personalize the products will be key selling points with these organizations.

Fraternities and sororities have events year round including socials, parades, service trips, formals, costume parties, family weekends, masquerade balls, spring break trips, and many more. All of these events present an opportunity for you to sell your products. For most of these events they purchase items like T-shirts with the name of the event, the date, and the theme: "KS Winter Formal, December 5, 2002...Sigma's Winter Wonderland." Some fraternities and sororities even have their own color, flower, or other symbol that they have adopted and might like to include in their designs. Picture frames, personalized T-shirts, ornaments, key chains, mugs, jewelry, tile boxes, plaques, and name badges are some of the products that would appeal to them. Also, offering products like message boards and basketball goals to decorate dorm rooms or rooms in the fraternity or sorority house would work as well.

Some items could be offered to the fraternity or sorority to purchase for the house to maintain their legacy and promote unity among members. Ornaments with each member's picture and name, Greek letters, school name and year could be purchased to hang on the house Christmas tree. You could also offer perpetual plaques to list members, officers and committee chairs that can be hung in the fraternity or sorority house. Plaques and tile boxes to give to officers at the end of the year or semester to acknowledge their contribution to the organization would also be nice items to offer. Fraternities and sororities will purchase items both as a group and individually, so it is important for you to present each of these opportunities to them.

To locate the contact information for these groups, you can call the school's office of student activities or Greek affairs office and ask for the director of Greek affairs. They will have a list of all of the active Greek chapters on campus and the officers' names, email addresses, and other contact information. This information could also be obtained on the college or university website by looking for the student life,

student activities or organizations, or Greek affairs link on the school's homepage. Many fraternities and sororities have their own homepages and the office of student activities or Greek Affairs should have the web address for each active fraternity and sorority on campus. Email will be an effective means of contact and often email addresses of fraternity and sorority officers will be posted on the college or university website and the homepage of the fraternity or sorority.

## STUDENT ORGANIZATIONS

Student organizations present another opportunity for you to sell your products. The key here is to approach organizations with members that have strong affiliations with the organization and take pride in their involvement. The types of organizations that typically have strong memberships are minority organizations, honor or pre-professional societies and co-ed fraternities.



Co-ed fraternities are usually linked to a profession or special interest like, Phi Alpha Delta, which is a legal fraternity with both male and female members. Because they are co-ed and are classified as professional rather than social organizations, they do not operate under the traditional Greek system. Minority organizations, honor and pre-professional societies (pre-med, pre-dental, pre-law, etc), and co-ed fraternities participate in many of the same types of activities as sororities and fraternities, along with more academically focused activities such as career week or field trips to learn about their culture or future profession.

Like fraternities and sororities many of these groups purchase products to commemorate events or show membership in their organization, so the same products can be offered to them as traditional fraternities and sororities. The initial contact should be made to the president of each prospective organization or to the director of student life/activities. Contact information can be obtained through the school's website or the office of student activities/life in the same manner as you would for fraternities and sororities.

## ATHLETICS

At the college level another large possibility for sublimated sales comes in athletics. The number of sports will vary from school-to-school, and region-to-region. For example, sports like ice hockey and lacrosse are much more prevalent in the north and northeast. In contrast, a sport like water polo is more likely to be found out west. The matrix included in this module for colleges and universities lists athletics offered throughout the nation. The participants in college athletics usually are made up of scholarship athletes and walk-ons, and your product can also be extended to coaches and trainers.



The NCAA limits the number of players a given team may have on their roster for Division I schools. For example, a basketball team will never have more than fifteen players dress for a game. However, this does not mean there are only fifteen opportunities for basketball products at each university. One must also consider the coaching staff, team doctor, and others connected with the program.

Not every school in your target market is going to be a Division I school, but this may actually make things easier for you. Certainly at a large Division I school there are going to be more athletes than at a Division II or Division III school. However, it is much easier to pitch your products to these smaller

schools than a large university. At smaller schools the power is much more centralized and you may be able to find a single person within the administration to show your product line to.

The most obvious reason an athletic program would want to purchase your products would be to promote team unity and team membership. Products available in the team area would include bag tags, license frames, I.D. tags, basketball goals, car flags, etc. These products can also be given out at the beginning of the season to help boost team morale. They may also be interested in products for fans, donors and supporters, alumni, media personalities and even parents.

When targeting college athletics, it is necessary to find out all of the sports played at the school and offer your products to all of them, not just the most popular ones. You can go to a college or university's website, request a college catalog, or call the admissions office to obtain a complete listing of all athletic teams on campus. Often smaller athletic programs, like crew or rowing teams, will be more enthusiastic about purchasing your products because they are not given the level of recognition as more popular sports, and are often not approached by companies offering your type of product line.

The contact will be either the coach or the athletic director. As a general rule of thumb, the contact and proposal should be made five to six weeks before the start of the season. This gives coaches or athletic directors enough time to check out your products and decide how they can use them for their program.

## ADMINISTRATIVE / COLLEGE ADVANCEMENT

The next area within the college market that can be targeted is within the administrative area of the school. The primary purpose of a college advancement office is to further the mission of the college by raising funds and marketing the school. Most currently buy items to show appreciation to donors, distinguished alumni, or other contributors.



You are able to offer them high-quality, personalized products incorporating the college logo (which aids in their marketing efforts) with personalization for the donor. The ability to personalize these products with the donors name, date, and even a special message is an excellent selling point because these offices are always looking for ways to encourage donors to continue contributing to the school. This will show they ordered something specifically for the donor. The donor or contributor will also be more likely to display a personalized product in their home or office (nobody ever throws away something with their name on it) providing an ongoing link from the school to the donor or alumni.

Another opportunity within a college is for identification products. Nameplates, desk plates, plaques, and small interior signs are all products that could be offered to any of the administrative offices. At a larger school, the contact would be the head of each department. For example, if you were trying to sell signs to place outside teachers' offices within the accounting department you would contact the head of the accounting department, known as the dean or department chair. At a smaller school the power is more centralized, so you may be able to go straight to the business manager for the college and see if he or she would like to purchase signs, or desk plates for the entire faculty.

There are a number of opportunities within the college and university market. You can increase your chances of success with this market by looking on the college web page to find out all of the active fraternities, student organizations, and athletic teams. Most of the contact information for these groups and administrative contacts should be available through the web page. It is also important to remember, particularly with athletic teams, that smaller programs and sports teams can often bring in more

business because they are more easily accessible and receive less opportunities to purchase products like yours.

## COLLEGE BOOKSTORE

Almost every college bookstore sells spirit products from mouse pads to water bottles to apparel. This is simply a matter of being able to create custom products that have a high level of appeal to the students. Focus on things that make sense for them, rather than a random list of products. Also keep in mind that the bookstore has to mark the products up in order to make a decent profit.

One key sales angle with any retail store is to offer smaller-sized orders so they don't have to purchase a large amount of untested merchandise in hopes that it will sell. Rather than orders of 144 pieces suggest orders in the 48 piece range and with a quick turn-around when they need more. Obviously the 48 piece price will be higher than the 144, but it decreases their risk. If the products turn out to be best-sellers, they can also up the order size on future purchases.



Some bookstores are owned by the University, while others are privately run. With private operations, there is a good chance you will need a license to produce the school logos.

What follows is a matrix outlining all of the information discussed in this section on opportunities in the college and university market. The matrix outlines typical activities and target departments, participants, reasons they would purchase your products, suggested products for each activity, information on who to contact, and when to make the initial proposal.

ACTIVITIES	PARTICIPANTS	NUMBER OF PARTICIPANTS	REASON FOR PERSONALIZED PRODUCTS	PRODUCTS FOR SPECIFIC ACTIVITY
<b>ATHLETICS</b>				
Baseball	Scholarship Athletes, Walk-ons, and Trainers	35 to 50	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Picture Frames, License Frames
Basketball	Scholarship Athletes, Walk-ons, and Trainers	10 to 15	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Basketball Goal, License Frames, Car Flags, I.D. Tags
Cheerleading	Scholarship Athletes, Walk-ons, and Trainers	25 to 35	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Picture Frames, Earrings
Crew/ Rowing	Scholarship Athletes, Walk-ons, and Trainers	20 to 30	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Picture Frames, Car Flags
Cross Country	Scholarship Athletes, Walk-ons, and Trainers	15 to 20	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Picture Frames, Car Flags
Fencing	Scholarship Athletes, Walk-ons, and Trainers	10 to 20	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Picture Frames, Car Flags
Field Hockey	Scholarship Athletes, Walk-ons, and Trainers	15 to 20	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Picture Frames, Plaques
Football	Scholarship Athletes, Walk-ons, and Trainers	70 to 100	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, I.D. Tags, Car Flags, Key Chains, License Frames
Golf	Scholarship Athletes, Walk-ons, and Trainers	10 to 15	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Picture Frames, Polo Shirts, Plaques
Ice Hockey	Scholarship Athletes, Walk-ons, and Trainers	20 to 30	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, I.D. Tags, Car Flags

ACTIVITIES	PARTICIPANTS	NUMBER OF PARTICIPANTS	REASON FOR PERSONALIZED PRODUCTS	PRODUCTS FOR SPECIFIC ACTIVITY
Lacrosse	Scholarship Athletes, Walk-ons, and Trainers	25 to 35	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, I.D. Tags, Car Flags, License Frames
Soccer	Scholarship Athletes, Walk-ons, and Trainers	20 to 30	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, I.D. Tags, Car Flags, License Frames
Softball	Scholarship Athletes, Walk-ons, and Trainers	15 to 20	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Picture Frames, License Frames
Swimming/Diving	Scholarship Athletes, Walk-ons, and Trainers	15 to 30	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Car Flags, License Frames
Tennis	Scholarship Athletes, Walk-ons, and Trainers	10 to 20	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Car Flags, License Frames, Picture Frames
Track & Field	Scholarship Athletes, Walk-ons, and Trainers	40 to 80	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Car Flags, License Frames, Plaques
Volleyball	Scholarship Athletes, Walk-ons, and Trainers	10 to 20	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Car Flags, License Frames, Picture Frame
Water Polo	Scholarship Athletes, Walk-ons, and Trainers	25 to 30	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Car Flags, License Frames, Picture Frame
Wrestling/Power Lifting	Scholarship Athletes, Walk-ons, and Trainers	30 to 40	Team Unity/ Membership, School Spirit/ Pride, Team/Individual Accomplishments	Bag Tags, Car Flags, License Frames, Plaques
<b>GREEK LIFE</b>				
Greek Awards Banquet	Scholarship Athletes, Walk-ons, and Trainers	Varies from school to school	Recognition and accomplishments	Plaques
Greek Awards Within Individual Organizations	Scholarship Athletes, Walk-ons, and Trainers	Varies from school to school	Recognition and accomplishments	Plaques, picture frames, license plate trim
Greek Members	Scholarship Athletes, Walk-ons, and Trainers	Varies from school to school	Affinity items	Picture frames, license plates, message boards, mugs, earrings
<b>OTHER</b>				
New Student Orientation	New Students	Varies from school to school	Unique identification	I.D./dog tags
Faculty Supplies	Faculty, staff	Varies from school to school	Desk Name Plates	Name plates
Spring Recognition Banquet	Student leaders and those in various campus activities	Varies from school to school	Recognition and accomplishments	Plaques, picture frames, bag tags, clocks
<b>FINE ARTS</b>				
Bands (Marching/ Concert/ Pep)	All Students (non-cut + try-out groups)	Varies from school to school	Increase Support and Spirit Throughout School Community	Mugs, Mouse pads, Plaques, Bag Tags, D. E. Message Boards, License Plates/ Frames, Car Flags, Key Chains, Picture Frames, T-Shirts
Theatre Clubs (Drama, Speech/Debate)	All Students	Varies from school to school	Acknowledgement of Individual Achievements/ Unify the Group	T-Shirts, Plaques, T-Shirts
Play Productions/ Musicals	All Students/Try-Outs	Varies from school to school	Promote Ticket Sales/ Acknowledgement of Participation	Bookmark, Mugs, Magnets, Picture Frames, T-Shirts
Color Guard	All Students/Try-Outs	Varies from school to school	Acknowledgement of Participation, Accomplishments/ School Spirit	Bag Tags, License Frames, Car Flags, Picture Frames, T-Shirts



## CHAPTER 5 – BUILDING A FUNDRAISING PROGRAM

Without a doubt, fundraiser programs are an excellent tool for connecting with the School Market. Because of the complexities of dealing with a Government Organization, you are probably a lot better off going after the support groups such as PTA, Boosters, Clubs, etc. These groups are usually operating independently of the School Administration and thus have less restrictions and bureaucracy to deal with. In fact, many of the them are non-profit organizations with their own legal structure.

It's a given that school support groups all engage in some form of fundraising, and most of them use programs that are managed by Professional Fundraising Businesses. To be successful with your own fundraising program you must be fully conscious of the competition's positive selling points that you will be up against:

- Brand recognition
- Proven track record
- Dedicated program staff
- Turn-key marketing & sales system
- Professional brochures, flyers and order forms

But on the other hand, a lot of school organizations are not completely happy with their current choices for fundraising programs. Understanding the negative issues with the Professional Fundraising Businesses can go a long way in helping you to capitalize on their weaknesses:

- Low profit levels
- Products are over-priced
- Products have limited appeal
- Too many identical programs in one area
- Totally at the mercy of the program administrator
- Fixed window of sales – not able to sustain the program

### Unique, Creative & Different

The most important aspect for building a successful fundraising program, is to set yourself apart from the competition by offering unique and creative products that can be sold to a wide audience. In fact, your program should be so exciting, that people not only understand exactly what the concept is, but also feel great compassion towards incorporating it into their fundraising options.

In addition, products must be easy to sell, appealing to consumers, have a high margin without being overly expensive, and simple to process.

## Fundraising Concept #1 – Spirit Merchandise

This is one of the easiest programs to create as it typically involves mass-producing a variety of standard products for resale. You work with the client to create products specific to their needs and then deliver the merchandise for the client to inventory and resell via sporting events, school store, online store, etc. This is the same concept as if you are dealing with a retail store.



To make the program unique, suggest that your client have the students create designs, slogans, mascot variations, etc for the products in order to stimulate more interest in the program.

This type of program can work with any school organization and any age group. However it tends to have the best results at the high school and college level.

## Fundraising Concept #2 – Action Sports Photography

Photography and sublimation go hand-in-hand. The focus here is to capture athletes in action and then apply the images to a variety of specialty photo products. But it's not limited to sports and can be used with bands, chorus, drama, ROTC, etc.



This fundraiser has the potential to generate higher margins, due to the personal nature of the products being created. However, the degree of difficulty for the production process is increased as well, as the images must be of high quality and there has to be an efficient order-taking system that clearly captures all of the details for creating each item.

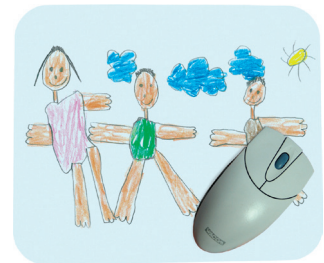
One variation is to team up with a professional photographer. However, that adds another entity that has to be paid, which cuts into the margins for the organization offering the program.

As an alternative, if there is a photography club at the school, it might be possible to incorporate them into the program such that they handle all of the image creation and receive a portion of the funds generated.

This type of program can work best at the high school level.

## Fundraising Concept #3 – Kids Artwork

Who can resist the creative creations of our children? Their artwork makes a perfect basis for a fundraising program for schools and day care centers, amongst others. The key is to apply their works-of-art onto products that can be sold to family members, such as coffee mugs, mouse pads, magnets, plaques, etc.



The PTA of an elementary school is the typical client for this type of program. They can collect the kids drawings and deliver them to you for reproduction.

Typically you will need to scan or photograph each piece of art and do a bit of cleanup. The nice thing here is that color matching is not very critical, but you do have to deal with background colors that are



the result of the imaging process. You don't want the image superimposed on a light gray background, so be prepared to do the necessary edits.

Beyond that, it's just a matter of pressing the right image on the right product.

This type of program can work best at the elementary school level.

## **Developing Your Own Fundraising Program**

Keep in mind that since you will be competing against established companies with fancy brochures, flashy websites and experienced sales reps, you must focus on building a real program, not on just sharing a loosely put-together idea.

That means developing several key items (as required) including: samples, literature, price sheets, order forms, key selling points (for the organization to use), payment processes, etc.

### **Step 1 - Identify The Customer**

It's easy to say you will provide decorated products for resale, but there are a lot of details involved in determining what that means. You need to start the process by taking a look at the education institution you are targeting and determine what kinds of products have the most appeal. The next step is to ascertain what is the best method for selling these products – through a website, door-to-door, at sporting events, through the students, through the parents?

### **Step 2 – Customization Or Personalization**

One of the great advantages of sublimation is the ease of customization and personalization, which typically results in a higher perceived value as well as higher margins. However, personalization adds a higher degree of difficulty to the process, as you must have a means to accurately capture all of the details of each unique order and then it must be produced as a solo item – one at a time. Customization on the other hand allows you to mass produce items for resale which is easier to deal with in the order-taking process, though the margins may be lower. Bottom line, you want to balance margin with complexity in order to develop the best option for the given market. In addition, you want to be able to offer products with a 40-60% margin for client. The profit per piece is going to be an important selling point for you.

### **Step 3 – Develop A Sales Process**

The next step is to determine what is the best method for selling these products – through a website, door-to-door, at sporting events, through the students, through the parents? For example, if the product is spirit merchandise, it can typically be pre-printed and sold at sporting events. There is no need for order forms, payment processes or sales instructions. The organization simply sets up a table and engages in direct sales. On the other hand, if you are selling through the students and/or parents, you will probably need to create professional flyers, detailed order forms, and simple price sheets. In addition you will have to devise a payment policy.

### **Step 4 – Order Forms**

If order forms are required, then you need to carefully think through the details that will be required for the customer to fully understand what the product is and what information they will need to supply. Most

likely it will be a paper form, though it may be possible to create one online. Your first task is to identify the details you will need to process the order. For example, text options, colors, layout, image choices, etc. Lay it out then have someone who is not part of your business review the form to see if it makes sense to them. You can't sell efficiently if the customer is confused! And worse yet, if you don't have the proper details to process the order correctly, you will be making a lot of refunds.

TIP – Keep the choices to an absolute minimum so as not to confuse or overwhelm the customer.

### **Step 5 – Price Sheets**

There are two price sheets that will be required. The first is the one you present to the organization who you are pitching the fundraising concept to. This will show the products, their wholesale cost (that organization pays you) and suggested retail selling prices. In addition, it show your client how much money they can expect to make per each item of merchandise. Again, you want to shoot for margins in the 40-60% range.

The second price sheet is the one that is used by the organization to show their clients. Just like with the order form it must be clear, concise and simple from the end user's perspective. If personalization or customization options are part of the product line, focus on keeping pricing add-on's and options to a minimum in order to keep things simple. There is nothing wrong with "up-selling" as a marketing tool, but too many price options and variations will ultimately work against you if it frustrates or confuses the customer. One option is to use an "all-inclusive" approach where you offer the product with some limited options for one flat price.

### **Step 6 – Payment Policies**

It's the responsibility of the organization engaging in fundraising to determine payment options between them and their customer. You only need to deal with how you get your money from the organization itself. If finished products are being bought from you for resale, then it's a simple matter of establishing a full payment policy where you receive 100% of the funds before the merchandise leaves your shop. A good practice is to get 50% down when the order is placed and the remaining 50% on delivery. Of course, some organizations are going to be reluctant (or unable) to pay an upfront percentage, so you may have to resort to 100% on delivery. And be sure to stay away from any kind of consignment deal where they pay you as they earn money from their own sales.

If the products you are producing are customized or personalized then you will be creating unique one-of-a-kind products that are made-to-order. That means that each unique order has a separate and unique payment associated with it. You do NOT want to be dealing with the end-user! The fund raising organization needs to collect (and document) all payments and orders, then submit a single payment to you with the order forms. This is actually to their benefit as they are only paying you for your services, rather than you collecting the payments and then sending them their percentage.

Along with payment, you need to establish a return policy. Basically, if you process the order correctly and the end-user doesn't like it, then it's not your fault as long as the order form, literature, price sheets, etc provided a clear picture of what the customer should expect to receive. But because you are working through an intermediary (the organization running the program) you have to be very clear upfront on your expectations, requirements and policies. But even then, because your client is caught in the middle, you will have to be flexible in resolving issues. If you are too stringent, you will lose that client and everyone else they complain to about you.

## **Step 7 - Build A Sample Kit**

Regardless of whether you are offering customization or just stock merchandise, you will need to build a sample kit that is tailored to the potential client. The focus is an exciting way to show-off what you have to offer.

Refer to Chapter 6 for more details on building a sample kit.

## CHAPTER 6 – CREATING A SAMPLE KIT

In order to effectively sell to the schools, you must have a sample kit that allows your clients to “touch and feel” a variety of appealing products. This should not be a random collection of items, but rather a well-thought-out collection of related products (typically high in margin) that are decorated with a common theme. That doesn’t mean the same image on every substrate, but rather related images on each piece.

While it might sound more effective to create school specific kits, that would be a very expensive endeavor especially considering that not every school will become a client. A better method is to create a generic school, complete with logos and mascots, such that you don’t risk offending one school by showing them samples with their rivals mascots imprinted on them. To make this easy, we have put together a collection of artwork and product templates that you can download to help you create a basic sample kit for your business.



### • School Market Sample Kit Artwork & Template Download

Once you have created your initial kit, you may want to supplement it with additional items that can be used to target specific groups at specific schools. Thus, we suggest you review the applicable chapters for a list of ideas. Having a good variety of products is excellent, but too many choices can be overwhelming and complicate the decision making process.

Think carefully about the types of products you put into your sample kits, especially if they will be offered for resale, as most schools are composed of students from diverse socio-economic backgrounds. Thus, you need to consider a mix of low, medium and high value items in order to accommodate the spending abilities of the targeted audience.

In addition, you may want to consider creating one or two samples sublimated with the actual logo and/or mascot of a given school as a freebie that you can leave behind for them after your sales meeting. People always get more excited by their school images rather than someone else’s, though it’s not practical to create an entire sample kit customized for them, due to the cost.

The key here is to drive the sales process using your sample kit as the motivator along with a great sales pitch.

In addition to a great sample kit, color brochures can be quite useful. You can use these links from Unisub to download PDF versions that can be used to support your Sales & Marketing efforts:

- **Four Page Presentation Brochures**
- **Tri-fold Mailing Brochures**
- **Tri-fold Mailing Brochures For The College Market**

## CHAPTER 7 – ADDITIONAL RESOURCES

### Online Artwork Available For Purchase:

Great Dane Graphics – [www.greatdanegraphics.com](http://www.greatdanegraphics.com)

Action Illustrated – [www.actionillustrated.com](http://www.actionillustrated.com)

Digital Art Solutions – [www.digitalartsolutions.com](http://www.digitalartsolutions.com)

You Graph – [www.yougraph.com](http://www.yougraph.com)

Shutterstock – [www.shutterstock.com](http://www.shutterstock.com)

Istockphoto – [www.istockphoto.com](http://www.istockphoto.com)

Foto Search – [www.fotosearch.com](http://www.fotosearch.com)

Getty Images – [www.gettyimages.com](http://www.gettyimages.com)

### National Organizations:

American Association Of School Administrators – [www.aasa.org](http://www.aasa.org)

National High School Coaches Association – [www.nhsca.com](http://www.nhsca.com)

High School Band Directors Association – [www.hsbdna.org](http://www.hsbdna.org)

National PTA Organization – [www.pta.org](http://www.pta.org)

Sawgrass Technologies, Inc. is a leading developer of digital printing technologies that allow our customers to customize a vast array of products --- large and small --- including plastics, metals, films, ceramics, and textiles. Sawgrass develops state-of-the-art systems that enable customers around the globe to produce highly customized, high-quality, full-color images.

Sawgrass provides whole product solutions designed to support any size business --- from desktop systems to wide format commercial and industrial systems for production environments. As a total solution provider, Sawgrass combines patented digital ink formulations with advanced color management software and technical support to meet the needs of business customers looking for profitable, short-run production. Sawgrass is committed to delivering quality products that customers can trust.

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