

Georgie's sports team merchandise

Georgie sources 90 custom print mugs and sold them to archers at universities around the UK - from Loughborough to Warwick to Cambridge. This promoted the league, the individual archer clubs and raised over £300 for Meningitis Research Foundation!



Getting ready

- I gathered interest by asking friends within my club and I posted on our archery league Facebook group of 500 members asking how many clubs may be interested in buying the mugs.
- I drew a design using the main league logo and smaller club logos. I wanted something to represent all the clubs to increase saleability and get that unique selling point!
- I presented the design to the Facebook groups to check their logos were correct.
- I checked the final design with a number of friends to prove they are desirable and to gauge how much people would be willing to pay.
- I found an online store (t-shirt studio) who custom prints stash (clothing, mugs, stickers), for a cheap price with fast delivery.

What you'll need

- A good visual design! E.g. unique photos/year print/text/logos.
- An initial cash injection for the mugs
- Confidence to publicise the merchandise all over social media!
- The means to sell, e.g. online or at events (asking friends to help push the stash really helps too!)

"There was lots of excitement, positive feedback and early orders!"

-Georgie, Loughborough University

Raising money

- Obtained QTY 100 mugs for £3 each and sold them for £7 each, using my position as Media Rep in the club to boost publicity for our club at the same time!
- Publicity that the mugs were available was key!
- Mugs were sold at league competitions around the UK with extra being sold online to ex-members who paid a little extra for postage. (One was even sent out to Buffalo, USA!)
- Sold around 90 mugs to make around £300 profit
- Publicising the charity and the cause helped as some people were willing to donate a little extra!
- The remaining mugs were donated to the club for future sales for charity



Top tips

- Don't be afraid to keep promoting your goods and remind people that the merch is still for sale! E.g through emails/ social media/ in person!
- Gentle persuasion and regular reminders really helps!
- Product placement! Wear your stash and drink out of your mugs at key events where your target market is. A successful product is one that everyone knows about!
- Be aware of your purchasing quantities- remember, you can always buy more if you sell out!

Post event

- I updated my Just Giving page and Instagram with photos and described how many mugs were sold and how much had been raised for charity.
- I also posted photos with thank you notes for the support.

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-Georgie, Loughborough University