

LOUD SISTERS

STRONG WOMEN  RAISING THE VOICES OF THOSE THAT MOST NEED TO BE HEARD

A DIFFERENT FUNDRAISING MODEL

Professional T-Shirt Design + Minimal Upfront Investment + Zero Hassle = Best Fundraiser Ever!

If you're in charge of making a fundraising event a success, you know that promotion is everything. And one of the simplest and most important ways you can promote your event is with a t-shirt. After all, people will remember your event every time they put on your shirt, and create a walking advertisement for your cause in the process.

The thing is, most event t-shirts aren't that great — the material and the fit are usually subpar and the design isn't eye catching or all that well laid out. That's because most online, print-on-demand t-shirt companies offer similar paint-by-numbers services and not a lot of help.

Imagine if the next t-shirt you ordered for fundraising was:

- actually something people really wanted to wear because they loved the look and feel of it
- required minimal investment up front
- required no storage or distribution considerations
- came with its own customized mini-marketing campaign

STANDARD PACKAGE (\$250)	SHOESTRING PACKAGE (Loud Sisters co-branding)
single-color, original t-shirt art (front of shirt only) designed specifically for your organization*	single-color, original t-shirt art (front of shirt only) designed specifically for your organization and co-branded with Loud Sisters*
application of art to shirts – colors and styles of your choosing	application of art to shirts – colors and styles of your choosing
branded, online point-of-sale / shop for ordering with a unique shop ID	shirts are sold from the Loud Sisters online shop
social media assets for your campaign marketing	co-branded social media assets for your campaign marketing
printing and delivery of shirts by Spreadshirt.com	printing and delivery of shirts by Spreadshirt.com
no minimum orders / no overstock	no minimum orders / no overstock
no upfront printing costs	no upfront printing costs
direct purchase by customer/supporter**	direct purchase by customer/supporter**
apparel mark-up to your organization (approx. \$5/shirt)	apparel mark-up to your organization (approx. \$5/shirt)
design price to Loud Sisters (\$1 shirt)	design price to Loud Sisters (\$1 shirt)
\$250 flat fee for all design and services listed here	\$0 fee!

There are no hidden costs, but there is some fine print. Please see the following page for details!

THE FINE PRINT

* COMPLEX ARTWORK / DESIGNS

The limitations of a single-color, front-of-shirt-only design have to do with the associated printing costs. More complex/more colorful designs and printing on the back of a shirt are more costly. They also involve more design time. If you are interested in a more complex t-shirt, let's talk – we'll figure out the associated costs and time involved!

** BULK ORDERING

The beauty of the direct-to-garment print-on-demand model is that you do not have to pay for any inventory up front or worry about having a surplus. However, if you'd prefer to take orders directly from your customers and then make a bulk order, we can set that up as well. The fee for the additional service is \$50.





PAYMENT – STANDARD PACKAGE / UNIQUE SHOP FRONT

Because efficiency means lower costs, your online point of sale/shop will be a sub-shop of the Loud Sisters account with its own, unique shop ID. Housing it under the Loud Sisters account is purely administrative. Spreadshirt pays out its dividends on orders in the middle of the month. A spreadsheet with shirt sales and design revenue will be generated directly from Spreadshirt.com (see example excerpt below.) A check from Loud Sisters will be cut for your shirt revenue within 5 business days of the mid-month Spreadshirt pay out.

source	orderId	designId	creditDate	pointOfSale	shopId	amount	currency
Design Commission	9839133	1018705189	2018-12-28	Shop	100446575	2	USD
Affiliate Commission	9839133		2018-12-28	Shop	100446575	4.3	USD
Design Commission	9839133	1018932012	2018-12-28	Shop	100446575	2	USD
Affiliate Commission	9839133		2018-12-28	Shop	100446575	4.3	USD

PAYMENT – SHOESTRING PACKAGE / LOUD SISTERS SHOP FRONT

Payment terms and timing are the same, but some cross-referencing of order IDs will be required since shirts will be sold from the Loud Sisters shop front. Fortunately, Spreadshirt provides a visual accounting of all items sold as well! As with the Standard Package, a spreadsheet with shirt sales and design revenue will be generated directly from Spreadshirt.com. I will cross reference it with the Loud Sisters sales report. A check from Loud Sisters will be cut for your shirt revenue within 5 business days of the mid-month Spreadshirt pay out.

Designs	Sales Channels	Statistics	Tips & Tools	Earnings Credited	Image	Sales Channel	Quantity	Customer Price	Earnings
						loud-sisters	1	\$21.49	\$4.30
						loud-sisters	1	\$25.49	\$5.10

ADDITIONAL DESIGN SERVICES

As a graphic designer and creative director with more than 15 years of experience, there are many other services I can offer. My standard rate for social-good organizations is \$50/hr. We will always start with a full discussion of your needs and an estimate!

Whatever the project, I very much look forward to working with you! – Molly Seabrook, Loud Sisters Shop