



## WEB STORE FUNDRAISER PROGRAM

Greeley sports typically set up web stores for supplemental apparel so players, coaches, families and fans can show their support around town. Often these web-stores also have a fundraising element involved.

Knowing that setting up such stores can be a daunting task, Greeley Sports Boosters created an option to streamline this activity by connecting with Rainbow Lettering to create and fulfill the stores. This provides:

- **A turnkey structure** so coaches, parents and captains can set up an apparel store with minimal effort. Prevents re-creating the wheel each year when there are new team/captain's parents.
- **Built-In fundraising for the sport** — each item has \$3 added for fundraising purposes. The total amount raised is deposited directly into the team's Boosters account. Sports Boosters and the Athletic Dept. make NOTHING off of these stores.
- **Promotion to enhance your fundraising**— Sports Boosters can promote these web-stores beyond the reach of the teams themselves through our social media and weekly e-blast. To do this, teams MUST give us the logo, link and store dates so we can spread the word. Other ways to enhance your sales include sharing the link with your sport's Youth Organization and ensuring your store information is shared with all levels of your sport. This enhances sales, builds community and promotes our athletics programs. Remember to give Sports Boosters the information if you would like your store promoted via our social media!
- **COMPLIMENTARY Coach Apparel** — Greeley Sports Boosters has arranged with Rainbow Lettering for **each coach** in a sport that opens and supports a store (by communicating it to parents and players of all levels of the sport) to receive a complimentary apparel item with the sport's logo, such as a ¼-zip or soft shell jacket. This alleviates the need for team parents to purchase items for their coaches.
- **Process** -- Depending on the sport, these stores are either set up by the Head Varsity Coach, captains' parents or captains. Check with the Head Varsity Coach of your sport to see if they have already begun setting up a store. Remember to promote the store to ALL levels of teams in your sport.

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