



6. Set Up an Online Store

Consider setting up an online store to make it easy for parents and community members to order merchandise. Platforms like Etsy, Shopify, or even a simple school website page can handle sales. An online store also allows for pre-orders, which can help you gauge interest and avoid over-ordering.

7. Manage Orders and Distribution

Once orders start coming in:

- **Keep Track:** Maintain a clear record of all orders, including sizes, colours, and quantities.
- **Organise Distribution:** Decide how and when items will be distributed. This could be through the school office, during an event, or sent home with children. Make sure to communicate the distribution plan clearly to parents.

8. Celebrate and Showcase the Merchandise

Once the merchandise is distributed, encourage children and staff to wear or use the items proudly. You can also organise a “Merchandise Day” where everyone wears their new gear, which can further promote school spirit.

9. Thank Participants

After the sale, thank everyone who contributed—whether by purchasing items, helping with design, or promoting the sale. Publicly recognising their efforts builds community and encourages participation in future fundraisers.

10. Evaluate and Plan for the Future

Review the success of the sale by comparing costs to the funds raised. Gather feedback from children, parents, and staff about the items offered and the purchasing process. Use this information to plan future merchandise sales that are even more successful.

Tips for Success

- **Start Small:** If it's your first merchandise sale, start with just a few items to see what's popular.
- **Offer Variety:** Provide a range of items at different price points to appeal to all budgets.
- **Create Urgency:** Limited-time offers or special editions can encourage people to buy sooner rather than later.

Final Thoughts

School merchandise sales are a fantastic way to raise funds while building school pride. With careful planning and effective promotion, your school can successfully launch a merchandise sale that benefits everyone involved.

Have you considered running a ‘Science Gadget Shop’ to inspire a love of science in your school this year? Fundraise up to £600 for your school today! Click to learn more:

www.primaryfundraisinghub.co.uk