

Elite Sport Socks Fundraiser Playbook

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Elite Sport Sock Fundraisers Overview

Custom Sport Socks is one of the fastest growing fundraisers right now. The best part for you is how simple the process is.

In a nutshell the typical process is:

1. We work with you to design one or more custom socks with your colors, logo and text.
2. Next, we help you create pre-order forms. These can be used to do a pre-sale where people are shown the mockup design(s) and they place orders for the design(s) they wish to purchase, and their payment is collected. We can also send you sample socks so people can experience the quality of the socks.
3. Once the pre-sale is completed, you can tally up the totals and place one big order with Elite Sport Socks.
4. We produce the socks and ship them directly to you.

5. Once the socks arrive, the final step is to distribute the socks to everybody that purchased during the pre-sale.
6. If you ordered extra socks (highly recommended), go ahead and promote and sell them now. The more people that start wearing the socks, the more socks you will sell.

How much money can you raise?

The amount of money you can raise depends on the number of pairs you sell and the selling price. You can set your own selling price. The average selling price is about \$15.00/pair - but the range we often see is anywhere from \$9.99 to \$18.00.

Your profit is the difference between the price at which you sell and the cost of buying the socks from Elite Sport Socks. The more pairs you sell, the bigger your profit margin will be.

See the cost table below:

Total Pairs	Price*	Shipping
15-50	\$9.99/pair	\$20
51-100	\$9.49/pair	\$20
101-150	\$8.99/pair	FREE
151-200	\$8.49/pair	FREE
201-300	\$7.99/pair	FREE
300+	\$6.99/pair	FREE

*Please note that a one-time \$30 setup & artwork fee will be charged for your first order.

Example:

If you sell 301 pairs at \$15.00 you will have collected \$4,515. You will then need to use \$2,104 (\$6.99 x 301) of that to order the socks from Elite Sport Socks. The remainder of \$2,411 is the funds you raised - that is a healthy 115% profit!

If you are new to fundraising and think 300 pairs is hard to reach, then please make sure to read our Tips section to learn proven techniques to supercharge your sales.

8 Reasons Why Sock Fundraisers Are So Popular

1. No upfront costs. (If using pre-sales)
2. Impressive 50% to 150% profit margin. (Depends on volume and your selling price)
3. Custom socks sell fast.
4. Builds team / school spirit.
5. Easy to divide and conquer - split the work equally.
6. Custom socks are a highly “visible viral product” - the more students that wear them, the faster they sell!
7. You are selling a product that can be enjoyed for months ... compared to a bake sale where those cupcakes disappear in seconds!
8. We make it easy by providing you with templates for everything - order forms, social media, flyers, information packages.

Fundraising Tips and Tricks

Selling more pairs is a double-win. Firstly you collect more money and secondly the more you sell, the less you pay per pair and the more money you get to keep!

Below you will find some easy to implement tips & tricks to help supercharge your sales efforts to reach those higher discount levels.

Outline a Concrete Goal

For example, ‘Our organization is going to state!’ or “We are aiming to raise \$10,000 this year to update the playground equipment at our school”. There is no doubt that being part of a team can be expensive and money is needed for all sorts of reasons. Uniforms, sporting equipment, traveling costs, entry fees - the list is endless!

When you fundraise, you need a pitch – everyone wants to know what their contributions are going towards and how much you need to raise.

Set a Sales Price and Calculate Sock Quantities

After you have made your goal you can determine where to set your sales price and how many pairs you would need to sell to meet your goal.

Assuming you will be selling at \$15/pair, below is a guide on how many pairs you need to sell to reach your goal.

Pairs Sold	Funds Raised	ROI
51	\$281	58%
101	\$607	67%
151	\$983	77%
201	\$1,409	88%
301	\$2,411	115%

Sell Multiple Designs

Take a moment to think of who could be buying your socks. To be able to sell the most socks you will need socks that appeal to the broadest section of those people.

One way is to create a single design that appeals to everybody. This typically means not making the sock gender specific (e.g. no pink girl-only socks) or sport specific (e.g. having big soccer ball logo on shin or "SOCCER" text on back of sock). Rather focus on something more generic with your school/organization name, logo and colors that will appeal to other sport teams (even outside your specific sport), students and supporters.

The downside is that this may not appeal to your core group which will love to make the socks very specific to a team or cause.

The compromise could be to create multiple designs to sell. Think about a different design for the teams, the supporters and the other students in the school.

We've seen some teams opt to have a design exclusively for the team. They then create different designs for the fundraiser that appeals to a broader audience.

Important: While we have seen fundraisers with up to 8 designs, we do not recommend selling more than 3 designs. There is a minimum quantity per design (15) and per size (6), thus if you have too many different designs it may become problematic to have enough sales per design/size to meet the minimums.

The other HUGE advantage of having multiple designs is that you can sell a lot more socks to the same audience. Firstly, many people will love the socks and want to buy all 3 designs.

Secondly, having a few options will allow some people to find the design they like where with one design they may have not cared much for that specific design.

In short, you sell more socks to the “super fans” and more to those that would have been on the fence whether to buy or not.

Here are some ideas to consider for your designs:

- Create Home and Away socks. Away socks can just be the inverse colors of the Home socks.
- We have many different design templates - Elite, Tearback, Topline, Chevron to name just a few. Try different templates and see what looks best.
- Gender specific versions.
- School Spirit Socks.
- If you are going to sell outside of your school, consider more generic socks like “Patriotic socks”.

PRO TIP: Create 5 to 6 designs. Then ask a small sample of your target audience which ones they prefer. Make sure to include players, parents, supporters, other teams and students - basically everybody that you identified could buy your socks. Choose your final 3 designs based on their feedback.

Buy until next discount tier

If you have completed the pre-sales process - consider buying extra pairs until you reach the next discount tier ... and even beyond.

Our customers often report that once they received the socks and people started wearing them, they start receiving many requests to sell more socks and they end up placing a second order. This is thanks to the high “visible viral product” nature of socks.

The downside is that the discount tier is based on the quantity of that specific order - so the profit margins would be less on a smaller second order.

It is a lot better to buy bigger in your initial order and sell the extra socks after you received them. It could be as simple as asking the school shop to carry them. Otherwise a simple marketing blast saying “only 50 pairs left” could sell those extra pairs quickly.

Offer incentives

For example, ‘everyone that purchases at least 2 pairs of socks will receive a coupon to get a free drink at Pete’s Pizza.’

Meet with local businesses to see if they would be willing to offer a discount coupon for you to present to customers that order a certain number of socks.

Also consider offering incentives to students selling the socks, e.g. the top 5 students selling the most pairs can get half a day off school or receives a certain sponsored prize.

Set a Calendar of Events

Review your school calendar and identify all the events you could use to sell the socks.

For example: A school's pep-rally student entry is a great place to set up your Elite Sport Socks pre-sale booth.

It doesn't have to be completely fixed but having a general outline will help you plan and solicit additional volunteers for events, should you need them.

Reach out to a broader community & join forces

For example, if you are selling for your elementary Parent Teacher Organization, check with your district's middle school and high school Parent Teacher Organizations to see if they would like to participate in your fundraiser as well. Our best pricing is offered with bulk orders meaning you get to bring in a larger profit.

Also, make a video of the members of your organization asking for help with their fundraiser and post it to your organization's social media pages. Who could turn down those sweet smiling faces 😊

Host a friends, family. and community event to kick-off the start of your fundraiser.

For example, consider hosting a spirit night and invite members of your organization and community to come purchase from your Elite Sport Socks fundraiser and meet your school's teams or organizations. Or, set up a booth at your "Meet the teacher night".

Start a Tradition

Build school spirit by starting a new tradition of wearing the socks on a specific day of week or for specific events. For example, wearing the socks in support of teams playing a major game on that day.

Fire on all cylinders

Use every marketing tool at your disposal to reach your potential buyers.

This could include:

- Initial email blast + several reminders/updates as you get closer to end of pre-sale period.
- Posting regular updates on social media.
- Hand out information letters and order slips to each student.
- Sell the socks inside the school shop.
- Have a sales table at sporting & other school events.
- Ask students and parents to sell outside the school to friends, family and co-workers.
- Encourage students and parents to wear the socks to school or school events. There more people who see the socks, the more you will sell.

Let's Get Going

Even if you are not sure if you wish to conduct a sock fundraiser, having a few designs to show to your group can help you decide if this is the right fundraiser for you.

Go ahead and request one or more free mockup designs using the link below:

<https://www.elitesportsocks.com/design-your-socks/>

A green rectangular button with rounded corners and a slight shadow, containing the text "Design Your Socks" in white, bold, sans-serif font.

It only takes a few minutes and is absolutely free with no obligation.

Please note: One of the best things about starting a fundraiser with Elite Sport Socks is the flexibility of our program. Feel free to add or remove steps based on your program's needs. For example, some schools choose to skip offering a pre-sale and just place one large order then sell their inventory once that is received. You are in full control!

If you have any questions you are also welcome to email us at staff@elitesportsocks.com or give us a call at +1 (469) 844 5812