



# SOCIETY OF PHYSICS STUDENTS

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## Fundraising Tip #2

### *Physics T-shirts*

**Recommended for:** School of any size, upfront cost <\$100

**Category:** Swag

**Potential funds raised:** \$250-500/year

#### **Brief description:**

Have the chapter design a t-shirt that the chapter/department would be interested in wearing. T-shirts can be printed by a local company or online for \$10-\$15/shirt depending on the size of the order. Sell the shirts for a few dollars more than what it costs to make them (\$15-\$20). The easiest way to determine how many shirts to order is to start advertising during chapter meetings, newsletters, and emails (or phone calls to reach out to alumni) and have interested people sign up on a document, making sure to mark down the number of shirts, the size, and whether they have paid or not.

Another option is to also offer shirts to alumni and explain that the proceeds go towards sending students to PhysCon; if the money is going towards a good cause, they may be more inclined to donate more money than the shirts are worth. Shirts can also be sold to friends and family outside of the chapter/department. A new shirt design every year encourages continuous fundraising for PhysCon!

#### **Up-front Cost:**

Most chapters choose not to place the t-shirt order until 75-80% of interested parties pay. The remainder is paid by chapter with an expected return of funds as shirts are sold.

#### **Revenue:**

If you sell shirts for \$5-10 more than they originally cost, selling 50 shirts would raise \$250-500 each year.