READY TO CUSTOMIZE

Marketing Kit Library

Email, social and website templates for promoting online stores — the ones you send to win store customers, and the ones you hand your customers so they can promote their own.

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2026 Edition

PART A

You → your customers

Outreach that sells online stores to businesses, schools, teams and booster clubs.

PART B

Your customers → their people

Announcements they can send to parents, students, fans and community members.

How to Use These Templates

- ✓ Fill in the bracketed fields with your business name, the customer's name, mascots, school names and other details.
- ✓ Save each version as a new copy so you keep a blank template to reuse — and build individualized templates for your biggest repeat customers.
- ✓ Send to a direct contact rather than a generic inbox. Avoid "info@" and "admin@" addresses.
- ✓ Ask the contact to add your email to their address book so you aren't filtered as spam — school and corporate servers are often restrictive.
- ✓ Re-verify contacts each year, especially at schools, where administrator turnover is common.
- ✓ Keep the "(Link)" placeholders pointing to the relevant store or contact form.

Contents

Part A — A1. Business & corporate clients · A2. Schools, teams & booster clubs · A3. Seasonal campaign notes. Part B — B1. Schools & teams, customer-facing.

PART A

Promote Online Stores to Your Customers

Use these to reach prospects and existing customers about setting up online stores. Modify the language to fit each customer type.

A1. Business & Corporate Clients

EMAIL **Business pitch**

Hi **[Name]**,

Businesses are doing everything they can to stand out this year. That's why I'm reaching out to offer a direct strategy to help you capture your audience's attention amid the mayhem — and earn bigger as a result.

You might think my team and I are in the business of custom-branded merchandise, but the truth is, we're in the business of brand strategy. We help businesses like yours create merchandise assets that aren't just what your audience has seen before, but uniquely your brand. And uniquely impactful.

That includes merchandise like tradeshow giveaways, employee swag, new-customer gifts and event goodie bags.

Whatever your business needs this year, let's work together to create custom merch that exceeds customer expectations. High-value, high-relevance, high-excitement products are the difference between a merch investment that pays off and one that falls flat.

Top-quality merchandise helps with brand exposure, customer retention and overall satisfaction. That's what's on the table when you have the right brand-building strategy.

Looking forward to working with you,
[Your Name] / [Your Business Name]

SUBJECT LINE OPTIONS

- The Strategy for Earning Big This Year
- Standing Out, Made Easy
- The Key to Better ROI on Merch

SOCIAL **Business pitch — captions**

Short (X/Twitter)

If you're a business looking for a hands-off #MarketingStrategy this year, our brand-building Merch Program is for you. We use your unique branding, audience and goals to create #CustomMerch that impacts. More brand exposure = more #SalesPower. Ask us how!

Long (Facebook, Instagram)

Looking for a hands-off, effective marketing strategy? Meet our brand-building Merch Program: we take your business's unique branding, goals and audience and create custom merchandise that speaks right to them. Whether you need tradeshow giveaways, employee swag or seasonal customer gifts, we're in the business of high-value, high-impact products that spread your brand identity for you. Ask us how to get started today!

Optional hashtags: #CustomMerch #MerchProgram #BrandStrategy #MerchStrategy #BrandAwareness #MerchMarketing

WEBSITE **Business pitch — CTA**

Give Them Creative Merch They Can't Ignore. If you're ready to impress your employees, customers and community with one-of-a-kind branded swag, this is your opportunity. High value + high fun = higher engagement, exposure and morale. Let's get started!

EMAIL

General / any-audience pitch

Hi [Name],

Have you ever thrown away an event T-shirt moments after receiving it? Or looked at a thrift-store rack and marveled at how many generic branded shirts were there? If you're like me, you have — and that's why I'm reaching out: to help you invest in better merchandise strategies.

At [Your Business Name], we're not in the business of custom T-shirts. We're in the business of custom strategies. We use your brand identity, audience and goals to fuel a branded merchandise solution that's simple, effective and unique to you — from distinctive conference giveaways to gala goodie bags customers won't forget, from seasonal gifts to branded prizes for the biggest fan contest your organization has ever run.

Whatever you need, we can help you bring it to life in a practical and impactful way. Increase your brand awareness, community engagement and sales efforts in one go.

If you're ready to learn more, let's find a time to chat. Your community wants more this year — so let's make it happen.

Best,
[Your Name] / [Your Business Name]

SUBJECT LINE OPTIONS

- **Nail Your Merch Strategy — The Easy Way**
- **Ready to Earn Big on Your Merch Investment?**
- **Your Audience Deserves Unforgettable Merch This Year**

SOCIAL **General pitch — captions**

Short (X/Twitter)

There's plain old merch, and then there's #CustomMerch with STRATEGY. Your audience can tell the difference. If you're tired of generic swag, now's the time to get intentional. Our brand-building process makes it easy. Ask us for the high-impact details now!

Long (Facebook, Instagram)

There's plain old swag, and then there's custom merchandise grounded in STRATEGY — and your audience can tell the difference. So how do you avoid investing in generic swag? You stop investing in branded T-shirts and start investing in brand-building Merch Programs. Whatever your brand identity and project goals, we can help you craft products that don't just align — but impact — so you start seeing tangible ROI fast. We're ready when you are. Reach out now!

Optional hashtags: #BrandedMerchProgram #BrandStrategy #BusinessMerch #BrandAwareness #BrandMarketing #HighImpactMerch #BrandBuilding

WEBSITE **General pitch — CTA**

Limitless Marketing Potential Is Waiting. Strategically designed Merch Programs give your community the one-of-a-kind swag, gear and gifts they can't wait to show off. Boost your exposure and expand your audience. Ask us for details today!

Corporate Holiday Gifting

Use these templates to promote corporate merchandise bundles and holiday online stores so you and your team can focus on printing. Customize with your name, company name and the customer's details. For faster results, build a customized set and "Save As" so you have individualized templates for your biggest repeat customers each year.

EMAIL 1 **Concierge services**

Hi [Name],

Finding the right custom-branded merchandise to fit your organization's needs can be challenging — particularly around product inventory, scheduling guarantees and pricing. That's why I'm contacting you today about your holiday gift-giving plans.

The branded gifts you give your customers, employees and vendors are integral to fostering relationships, boosting morale and spreading brand awareness. With some planning, we can ensure you meet your goals — and getting orders in early is the key to a successful season.

We offer several custom options for bundles, custom packaging and even online stores for seamless distribution. Our goal is a hands-off, stress-free experience. To guarantee the products, shipment options and pricing you need, let's get the ball rolling today. Reply to this email, and let's make this gift-giving season one to remember.

Speak soon,
[Your Name] / [Your Business Name]

SUBJECT LINE OPTIONS

- **Try a Different Holiday Gift-Giving Approach This Year**
- **The Holidays Are Approaching — Are You Ready?**
- **It's NOT Too Early to Plan Your Corporate Gifting!**

EMAIL 2 **Beat out competitors**

Hi [Name],

When it comes to holiday gift-giving, you already know branded gifts foster your most important relationships — customers, employees, sponsors — boosting morale and keeping you top of mind. That trend hasn't changed, but the market has.

Over the past few years, our industry's supply chain has faced unstable inventory, pricing and scheduling. Companies that prepare their gift-giving plans early will stand ahead of the competition, with first choice in products, customization and scheduling.

That's where our end-to-end holiday gift-giving fulfillment process comes in. When you order early, you can choose from our wide range of products, custom bundles, online stores and delivery options to find the perfect combination for your recipients. Place your orders before your competitors and make this your best holiday season. Simply reply to get started!

Speak soon,
[Your Name] / [Your Business Name]

SUBJECT LINE OPTIONS

- **Plan to Impress: Holiday Gift-Giving Edition**
- **Here's How to Guarantee Holiday Gift-Giving Success**
- **Plan Early, Impress, Stand Out — Here's How**

EMAIL 3 **Plan ahead, succeed later**

Hi **[Name]**,

Choosing the right branded gifts creates lasting impressions. Whether it's customers, employees, vendors or investors, the point of corporate gifts is to wow — and customization options let you do that.

With a wide selection of on-trend products, design capabilities and a diverse range of custom bundling and fulfillment options, we're ready to help your branded gifts stand out. That could mean eco-friendly packaging, branded tissue paper, or a custom online store where recipients choose and personalize their own gifts.

Whatever your vision, we can help you fulfill it — but the key to getting the exact products, customization and delivery you want is preparing early. We suggest you start thinking about your holiday gift-giving vision today. Reply to get started!

Looking forward to it,
[Your Name] / [Your Business Name]

SUBJECT LINE OPTIONS

- Custom Branded Gifts Like You've Never Seen Them Before
- The Secret to Wowing With Branded Gifts This Year
- Branded Holiday Gifts: Plan Now, Succeed Later

EMAIL 4 **Online stores — option 1**

Hi [Name],

As the holidays approach, it's the perfect time to spread cheer and gratitude to your valued clients and employees through thoughtful corporate gifts. Why not stand out with unique, personalized gifts printed by our team and paired with an online store?

At [Print Shop Name], we specialize in creating custom-branded merchandise that leaves lasting impressions. Whether you're looking for stylish apparel, premium promotional products or eye-catching signage, we've got you covered.

To make gifting even more seamless, we offer online stores that let you easily manage orders, track shipments and give your recipients a streamlined shopping experience. Take advantage of this holiday season to impress and keep your brand top of mind. Contact us today to get your program started!

Looking forward to speaking with you,
[Your Name] / [Print Shop Name] / [Contact Information]

SUBJECT LINE OPTIONS

- Step Up Your Corporate Gifting Game This Holiday Season
- Elevate Your Holiday Gifting Game With Online Stores!
- Stand Out This Holiday Season With Online Stores From [Print Shop Name]!

EMAIL 5

Online stores — option 2

Hi [Name],

This holiday season, show your appreciation with custom-branded corporate gifts from [Print Shop Name]!

From premium apparel to unique promotional products, we have everything you need to make a lasting impression on your clients and employees. Plus, our online stores simplify the management of your corporate gifting campaigns — choose the products you want to display, add custom branding and colors, and self-manage your store if you prefer.

Contact us today and make this holiday season your best ever.

Looking forward to speaking with you,
[Your Name] / [Print Shop Name] / [Contact Information]

SUBJECT LINE OPTIONS

- **Spread Holiday Cheer With Custom-Branded Corporate Gifts**
- **Elevate Your Corporate Gifting Game This Holiday Season**
- **Make a Lasting Impression With Unique Corporate Gifts**

SOCIAL

Holiday gifting — caption 1

Short (X/Twitter)

No, it's NOT too early to be thinking about your #HolidayGiftGiving plans! The only way to guarantee you get your #FirstChoice is to order early. Ask us about our end-to-end #BrandedGift offers today!

Standard (Facebook, Instagram)

No, it's NOT too early to plan your holiday gift-giving! With fluctuating supply chains and inventories, ordering early is the only way to guarantee your first choice — from products to customization to delivery. Ask us about our branded gift options today!

Optional hashtags: #HolidayGiftGiving #CustomerGifts #EmployeeGifts #CorporateGifting #BrandedApparel #PromoProducts

SOCIAL

Holiday gifting — caption 2

Short (X/Twitter)

#BrandedGifts help foster customer relationships while furthering your reach. The key to giving holiday gifts your clients are excited about? Preparing EARLY. Get a head start with us today!

Standard (Facebook, Instagram)

Branded holiday gifts foster customer relationships while furthering your reach — for customers, employees, investors or vendors. Our end-to-end holiday fulfillment options help you create gifts they'll love, but the only way to guarantee exactly what you're after is to order EARLY. Get your planning started today. Inquire within!

Optional hashtags: #HolidayGiftGiving #BrandedGifts #CorporateGifts #EmployeeSwag #BrandAwareness #MarketingTactic

SOCIAL

Holiday gifting — caption 3

Short (X/Twitter)

The secret to standing out in a year where everyone's bringing their A-game? Going above and beyond. #BrandedHolidayGifts can be your biggest differentiator — conveying appreciation and spreading #BrandAwareness at once. Early ordering guarantees first pick. Inquire today!

Standard (Facebook, Instagram)

Standing out is harder than ever. Get creative with branded holiday gifts! They can be your biggest differentiator for showing customer appreciation and spreading brand awareness. To get first pick of products, add-ons and delivery options, start planning today. Ask us for

details now!

Optional hashtags: #CreativeStrategy #CustomerAppreciation #HolidayGiftGiving #BrandedGifts #CorporateGifting #BrandAwareness

Website CTAs

URGENCY

Now's the Time to Start Planning

Unpredictable inventory means businesses that snooze lose out on their first-choice branded gifts. Planning early ensures you get the product, customization and delivery options you want. Ask us how to get started today.

VALUE

Impress Your Customers, Employees and Partners

Custom-branded holiday gifts are your answer — from products to add-ons to seamless delivery, we've got an end-to-end fulfillment process for every need. Inquire now!

MARKETING

Holiday Gift-Giving, Re-Imagined

Custom-branded gifts foster your business's most important relationships while furthering your marketing. Ask us how to get started today!

Program-building notes (for your team)

Beyond classic apparel — T-shirts, polos, hoodies, beanies — step up a corporate gifting program with add-ons to create a bundle: electronics like chargers and phone cases, branded towels, blankets and throws, embroidered goods, and high-end drinkware.

Key questions when building a program: Are there brand themes you can tie into the mockups? What's your timeline, factoring in mockup approvals and shipping of raw materials? And where are your strengths in recurring revenue — lean on reliable existing customers so you don't deplete resources chasing new business during a busy season.

PART A · A2

Schools, Teams & Booster Clubs

EMAIL **Schools & teams pitch**

Hi [Name],

This year, your community is more excited than ever to engage — so give them the right products to engage with, and watch their commitment to showing up, spreading awareness and staying loyal soar.

The secret isn't giving them any old merchandise, but something special: something that oozes your brand identity, speaks to their wants and adds value to their experience. We're talking about merchandise like championship goodie bags for players or fans, swag gifts for purchases over a threshold, and student or fan contests with merch for the winner.

Whether you want to ignite pride in your students, outsell your league's merch record, or just give your community something to get excited about, custom merchandise is your answer — and it comes down to the right brand strategy behind it. Reply to learn how we translate brands like yours into merchandise that resonates.

Looking forward to hearing from you,
[Your Name] / [Your Business Name]

SUBJECT LINE OPTIONS

- **Ignite Your Community's Spirit! Here's How**
- **Give Your Community the Merch They Want**
- **Strategic Merch = Major Impact**

SOCIAL **Schools & teams — captions**

Short (X/Twitter)

The simplest way to ignite your community's spirit this year? The right #MerchStrategy. We've got endless creative ideas, from event goodie bags to #BrandedPrizes for fan contests. Let's create the merchandise your audience wants! Inquire now.

Long (Facebook, Instagram)

Attention schools, teams and leagues! Your community is hungry for high-energy engagement — so give them something to fuel it. With our brand-building Merch Program, that's exactly what you'll do. From seasonal event goodie bags to branded prizes for fan contests, we've got your answer for high-value, high-impact merchandise. Increase your marketing prowess, audience loyalty and community pride. Reach out today!

Optional hashtags: #BrandStrategy #CustomMerch #SchoolMerch #TeamMerch #CustomFanGear #CommunitySpirit #SchoolMerchProgram

Website CTAs

Ready to Inspire Your Community?

Give them creative, one-of-a-kind merchandise they'll want. Our brand-building approach puts your audience's experience first, so they'll be excited to wear the goods and do the promoting for you. Get started today!

The Key to Engaging Your Community Is…

Giving them unique custom merchandise that furthers their fun! Our audience-first approach prioritizes your people's experience, so you'll see higher engagement and consistent ROI. Get the details now!

Team & Fan Gear

EMAIL **Team & fan gear outreach**

Hi [Contact Name],

I know you're busy managing your school sports programs, but I wanted to let you know [Print Shop Name] is here to help you build even more connection, school spirit and support within our local community. Student athletes, fans and parents love showing pride in their teams, and we can help you provide that outlet. Two powerful ways we can help:

Spirit-focused team & fan gear. For fans and parents: gear that celebrates your mascot and unites your community, like "Go [Mascot]s!", "[School Name] Strong" or "Built to Compete." For athletes: slogans like "All In," "Train. Play. Repeat." or "[Mascot] Pride."

Online stores. We'll set up stores for several uses: a recurring team apparel store, a seasonal fan store, or a fundraiser with a timer to raise money for the next tournament trip. We'll help you customize, launch and promote it. Best of all, once you're set up you'll have a way to drive school spirit in the off-season, even over summer break.

Let's give your community a way to show pride, support your student athletes and fuel school spirit. Reply to this email to get started!

Talk soon,
[Your Name]

SUBJECT LINE OPTIONS

- Unite Your Community With Custom Team Gear
- Give Your Players, Fans & Community Something to Rally Around
- Raise More & Inspire Spirit — All in One Place
- The Best Way to Fundraise This Season

SOCIAL

Team & fan gear — captions

Short (X/Twitter)

[School City/Name] — your teams and fans need a way to show their pride! We've got the fan gear and online fundraising stores to inspire spirit, support your athletes and unite your community.

Long (Facebook, Instagram)

[School/City Name] thrives on pride, passion and unity! That's why we're ready to provide a full set of spirit apparel and gear that energizes your fans. And we'll set up a custom online store you can use for everything from team gear to fundraising, so every purchase gives back to your program. Let's make this season count, on and off the field!

Facebook close: "Get started here: (Link)" · Instagram close: "Comment SPIRIT and we'll DM you details!"

Optional hashtags: #Go[MascotName] #SchoolSpirit #FanGear #TeamPride #OnlineStores #FundraisingGear

WEBSITE

Team & fan gear — CTAs

- Give your fans and players the gear they'll love, perfect for school spirit and pride. Let's build your online store today!
- Raise school funds and fan support all in one place! Launch a custom online store today with gear for your local community.
- Your school athletic program needs community support, team pride and an easier fundraising tool! Let us help.
- Need to boost school spirit and raise funds this season? Let's build your store with fan-favorite designs now.

Back-to-School Outreach

EMAIL 1 **General back-to-school**

Hi [Contact Name],

This back-to-school season might look different than last year's, but one thing hasn't changed: our commitment to giving kids the best school experience they can have. A big piece of that puzzle is their involvement with the school community.

We've been brainstorming ways to get school communities excited, and we landed on an answer: spiritwear. It gets kids excited about their schools, connects them to their friends and grounds them in their community.

Here's how we can help — **Online School Stores.** They can be personalized and updated as needed, with 24/7 access and 100% secure checkouts, making it easy for students, faculty and families to order the spiritwear they love. Best of all, they streamline your backend: no in-person store to staff, no inventory to manage — orders and logistics are handled for you.

Reach out now, and we'll give you a personalized look at what an Online School Store can do for your community.

Sincerely,
[Your Name] / [Your Business]

SUBJECT LINE OPTIONS

- **Selling Spiritwear: 100% Online**
- **Spiritwear + Online School Stores = Unlocked Community Spirit**
- **The Key to School Spirit**
- **How to Increase School Spirit**

SOCIAL 1

General back-to-school

Short (X/Twitter)

Attention all schools! Spiritwear is the key to getting your students EXCITED about the school year! Get your Custom Online School Store set up today — quick, easy and 100% customizable. #Spiritwear sales await: (Link)

Long (Facebook, Instagram)

Attention all schools! Your students need something to get excited about this year, and spiritwear is your answer. Online school stores make it easy to sell custom apparel and promotional products through e-commerce — a custom site, streamlined logistics and marketing potential built in. Ready to learn more?

Facebook close: “Reach out to us now: (Link)” · Instagram close: “Reach out to us now. Link in bio!”

Optional hashtags: #Ecommerce #OnlineStores #BackToSchool #SpiritWear #SchoolSpirit #SmartBusiness #OnlineSelling

EMAIL 2

Fundraising

Hi [Contact Name],

This back-to-school season might look different, but our commitment to giving kids the best school experience hasn’t changed — and a big piece of that is their involvement in the school community.

We took what we knew best and landed on an answer: spiritwear. It inspires kids by connecting them to their friends and communities, and with e-commerce you can sell it 100% online.

Here’s what we’re offering: **Custom Online School Stores** with 24/7 access, safe and secure checkouts, and the freedom to browse and buy however shoppers want. Best of all, these stores have fundraising capabilities that make raising money for any team, club or

organization easy — while streamlining processes, removing the need for inventory and reaching new audiences with a click.

Make spiritwear possible this school year. Reply to this email, and I'll get you started.

Sincerely,
[Your Name] / [Your Business]

SUBJECT LINE OPTIONS

- **Major Fundraising Potential: Online School Stores**
- **Securing School Spirit**
- **Online Fundraisers + Spiritwear = Back-to-School Excitement!**
- **Bring Your School Community Closer Together**

SOCIAL 2 Fundraising

Short (X/Twitter)

Schools: times may change, but you always need a way to fundraise. Let online fundraising stores be your solution — tons of customization, marketing and sales potential, and a simpler way to reach new audiences. Set your store up today: (Link)

Long (Facebook, Instagram)

Schools: you need a new way to fundraise this year! Online fundraising stores make it possible — unlimited customization, the ability to reach new audiences with a click, and a seamless e-commerce experience. Ask us how to get started with yours today!

Facebook: include a link. Instagram: "Link in bio — we can't wait to hear from you."

Optional hashtags: #Ecommerce #OnlineFundraising #OnlineStores #BackToSchool #SpiritWear #SchoolFundraiser #SchoolSpirit

EMAIL 3

Local business sponsorship

Use this to tap local businesses you already work with for co-marketing opportunities that support local schools.

Hi **[Name]**,

Every year the marketplace gets more crowded, and creative marketing is the only thing separating businesses like yours from everyone else. So here's an opportunity: we're bringing local businesses together with local schools on a platform where everyone wins.

Here's how it works: **[Local School Name]** opens an online store for their custom apparel, spiritwear, uniforms or gear — and on that store there's advertisement space, which is where sponsors like you come in.

Your sponsorship helps the school thrive and promotes your business to the whole school community. Whether you'd like to sponsor for a month or until graduation, we've got something for you. Reply and I'll send the details.

Speak to you soon,
[Your Name] / **[Your Business Name]**

SUBJECT LINE OPTIONS

- **A New Way of Advertising**
- **Opportunity: Marketing Power + Community Impact**
- **Here's How You Reach a Local Audience**

SOCIAL 3

Local business sponsorship

Short (X/Twitter)

Local businesses: interested in stepping up your marketing by supporting local schools? Sponsor an online back-to-school merch store and get ad space to use however you please! Help keep our community thriving. Inquire for details!

Long (Facebook, Instagram)

Hey local businesses — interested in stepping up your marketing while supporting our schools? We have countless online back-to-school merch stores that need your support. Sponsor one and get ad space on the site. You get marketing power, schools get much-needed support, and the whole community thrives! Ask us how to get involved today.

Optional hashtags: #SponsorshipOpportunity #CustomMerch #LocalBusinessOpportunity #BackToSchoolSelling

WEBSITE **Back-to-school CTA messaging**

- Custom Online Stores built for your spiritwear needs. Make this back-to-school season memorable by giving your school community 24/7 access to their favorite products. Ask us about building yours today.
- A custom e-commerce store designed to excite your school community: the best spiritwear, the best buying experience and real sales potential — all with Online School Stores. Get yours now!
- Hey schools, wondering how to get your kids excited about school spirit this year? Online School Stores combine best-in-class e-commerce with the spiritwear you know and love. Ask us about getting yours running today!
- A Custom Online School Store is exactly what your school needs this season — accessible, easy to navigate and easy to share. Set yours up today!
- Looking to fundraise? An Online Fundraising Store combines spiritwear, fundraising and top-notch e-commerce tools to make raising money and school spirit a breeze. Get yours now.

A3. Seasonal Campaign Notes

The templates above adapt to any season — just swap the event and timing language. Common windows to plan around:

LATE SUMMER / FALL

Back to school

Use the Schools, Teams & Booster Clubs templates for spiritwear and fundraising stores.

Q4

Holiday season

Use the Corporate Holiday Gifting templates for bundles and gifting stores.

SUMMER

Summer events

Adapt the general and schools/teams templates for graduations, class reunions, youth camps, family and alumni groups, and community events such as 5Ks, farmers' markets and festivals.

PART B

Templates Your Customers Can Use

Hand these to your store owners so they can promote their stores to their own audiences — parents, students, fans and community members.

They can customize the bracketed fields with mascots, school names and product examples, and drop in the store link where highlighted.

B1. Schools & Teams (Customer-Facing)

EMAIL **Fan / community store announcement**

Hey **[Mascot Name]**s!

We're excited to share a new way to show off your school pride: our brand-new **[Team Name]** online store **[Link]**! It has all the fan gear you'll need, from **[product example]** to **[another product example]**. Whether you need custom swag for game day, school events or everyday wear, we've got the wearable school spirit goods you need.

Best of all, every purchase directly supports our school and teams — helping fund new uniforms, travel, equipment, tournaments and more. That's **[Team Name]** pride with a purpose! Head to the store to check out our latest products and show your **[School Name]** spirit wherever you go.

Thanks for your support,
[Your Team/Organization Name]

SUBJECT LINE OPTIONS

- Hey [Mascot Name]s, Your New Fan Gear Is Here!
- School Spirit Looks Good on You — Check Out Our New Gear
- Support Your Team With Every Purchase
- Show Your Pride. Fund the Future.

SOCIAL

Fan / community store — captions

Short (X/Twitter)

Hey [Mascot Name]s! Our new school store is open. Support your team and show your school spirit with custom gear. Every purchase helps fund future success. Check it out here: (Link)

Long (Facebook, Instagram)

[Mascot Name]s, our brand-new online store is live — everything you need to show off your spirit! All purchases support team essentials like travel, tournaments and uniforms. Check out the gear, make your picks, and wear your pride loud and proud. Check it out here: (Link)

WEBSITE

Fan / community store — CTAs

- Show your spirit by purchasing team gear from our online store! Open 24/7 and stocked with fan gear you'll love.
- Game day, practice or hanging out: wear your [Mascot Name] pride with gear from our new online store!
- Looking for a way to support your team? Shop our online store and give back — every purchase helps our athletes succeed.

EMAIL

Community launch

To our whole [School Name] Community,

We're excited to share a new program launching this school year, designed to generate community spirit when we need it most. Please join us in welcoming the newest facet of our school: the [School Name] Online Store!

Filled with all the spiritwear, custom products and fun accessories you could want — including our personal favorite, the [favorite product] — the store is now open seven days a week, 24 hours a day. Browse and buy whenever you'd like, check back for new additions, and share your favorites (or the whole site) with friends. We'd love to see our whole community — parents and alumni included — showing off their new gear!

Let's all work together to make this a year to remember. We can't wait for you to see everything we've got.

Sincerely,
[PTO Name] / [School Name]

Include a link to the school store where highlighted.

SUBJECT LINE OPTIONS

- **Introducing the Newest Member of Our School**
- **A New Way to Boost [School Mascot] Pride!**
- **[School Name] Spirit — New Edition!**
- **Taking [School Mascot] Pride to the Next Level!**

SOCIAL

Community launch — captions

Short (X/Twitter)

Hey [School Mascot]s! Ready to meet the newest addition to our community? Our Online Store is here with all the spiritwear you need to make back-to-school a success! Tell your friends, parents and teachers — let's start the year with a splash! (Link)

Long (Facebook, Instagram)

Hey [School Mascot]s! Meet the newest addition to our [School Name] community — our new Online Store! It's got all the spiritwear, products and fun accessories you need to make back-to-school a success. Tell your friends, parents and teachers, and get your favorites before they sell out!

Facebook close: "Check out the full store here: (Link)" · Instagram close: "Full store at the link in our bio."

Optional hashtags: #[SchoolName] #SpiritWear #SchoolSpirit #Go[SchoolMascot]s #SchoolPride

EMAIL

Fundraising launch

To our whole [School Name] Community,

We couldn't be more excited to share a new program launching this school year. The new [School Name] Online Fundraising Store is live — combining our school pride with our commitment to giving back.

Browse new spiritwear, custom products and back-to-school accessories, with 24/7 access and safe, secure checkouts. Every purchase makes an impact: [x]% of the proceeds go directly to [Organization/Fundraiser]. That means you can make a real difference with just a few clicks.

Whether you're a student, parent or alum, help us bring as much [School Mascot] pride as we can this year. Visit our store, help us raise funds for a great cause, and take school spirit to the next level. We can't do it without you!

Sincerely,
[PTO Name] / [School Name]

Include a link to the school store where highlighted.

SUBJECT LINE OPTIONS

- Reaching New Goals!
- Raising Money & School Spirit at the Same Time!
- Is Your [School Mascot] Pride Ready? Announcement Inside.
- Taking Community Spirit to the Next Level!

SOCIAL **Fundraising launch — captions**

Short (X/Twitter)

Calling all [School Mascot]s: we need your help. Our new spiritwear fundraiser is live! Invest in a #SchoolSpirit T-shirt AND contribute to a worthy cause. Check it out now: (Link)

Long (Facebook, Instagram)

Calling all [School Mascot]s: we need your help! We've launched our first fundraiser of the school year. Here's how it works: we're offering trendy spiritwear, products and must-have accessories — like our favorite, the [favorite product]. Every purchase sends [x]% of proceeds directly to [fundraiser/organization], so you get a great addition to your [School Name] collection AND contribute to a worthy cause.

Facebook close: "Check out the online store now: (Link)" · Instagram close: "Online store at the link in our bio."

Optional hashtags: #[SchoolName] #SpiritWear #SchoolSpirit #Go[SchoolMascot]s #SchoolPride #SchoolFundraiser

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