

## Spirit Wear Committee 2016-17 Plan of Action

Elaine Berg is the Spirit Wear Chair

Suzie Reavey is the Co-Chair

- Elaine does not want to sell at Dawson Fest this year – kids won't have money, not enough inventory to make worth while.
- Color set up Sarah pays \$60 for Denver Athletics – both SW & Athletic Department have used Denver Athletic – but there is always a 24 piece minimum – with basic items 10 items, Elaine will decide which vendor to buy from so it is most economical and we have plenty of inventory going forward for our sales events.
- Elaine will sell at: Registration, 1<sup>st</sup> DPA All Parent Meeting, Dawson Fest potentially in the future -- have a table with a bevy of mockup items to be sold in the future or available at an online store – and order online right there or create their own wish list which we will send on to the parents, Holiday Coffee, Grand Parents Day
- Elaine will have some kind of Holiday online store sales offered
- After xmas – only live sales – Spring – on hand items – sweatshirt & t-shirts
- Grandparents Day – hit or miss – frames
- Need more stuff on hand – do 50-50% online selling versus selling in hand LIVE
- New Dining Hall – glass display case for Spirit Wear/Storage Space??!! Let's discuss with the Dawson Administration powers-that-be
- Elaine provides monthly reconciliation reports for Spirit Wear --- for check & balances – emailed to the DPA Treasurer

- We need to make sure she has the current DPA Spirit Wear budget in May of the previous year to make sure she has the money to spend for inventory to sell at biggest sales event  
REGISTRATION

### **Next year SALES Events:**

Registration

1<sup>st</sup> DPA Meeting

Dawson Fest?? (do parents come)

On-Line Market – 5 week process, 2 weeks open, delivery 3 weeks –  
October 17<sup>th</sup> OPEN

Xmas Market \$800 – with things in hand from on-line market

Grandparents Day

New Students/Open House

Drop Off/Pick Up – Sarah, 1 location

**Marketing** – when other online goes on – JUST DA link – then back up with old online store – ONE LINK – after sale put shadow store it back up again.

Newsletter

Direct Email – enticing email

Lawn Signs – new as of 2016-17

1. Spirit Wear Online Store Now Open!

2. New Dawson Logo Items

Order Now! Online!

3. Order Now for the Holidays!

4. Online Store OPEN October 17-31<sup>st</sup>!