

# Family Reunion T-Shirt Guides

First of all, if there are t-shirts handed out in family reunion, the task must go to someone that he/she doesn't mind to pick up the phone and call people. Believe me, there are many people would rather stand back instead of doing anything because of many reasons. If that person is very socialized, that would be even better.

1. Do you want to give out a family reunion t-shirt to everybody?

Yes (continue to answer the following questions)

No (skip all questions and move on to next section of family reunion planning)

2. How many people may attend the event? \_\_\_\_\_

3. Is everybody going to get a t-shirt, including children?  Yes  No

a) Or, will each household get one t-shirt?  Yes  No

b) If none of the above, who will receive a t-shirt? \_\_\_\_\_

(This will help you to find out how many t-shirts you are going to order.)

4. Based on your decision in question 2 and 3, how many t-shirt will you possibly order? \_\_\_\_

5. Will you order the combination of different sizes of t-shirts?  Yes  No

(If yes, how many are you going to order for each size?)

List out the number of shirts for each size: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- a) Are you going to let everybody to order their own shirt through the printing company?  Yes  No

(If so, make sure to ask the t-shirt printing company if they have this service. If they do, ask them to explain to you in details how it works. Once you decided to order the t-shirts through this way, you must mention it on your family reunion invitation or other communications to let everybody knows.)

## T-Shirt Printing Companies

Here are the questions you need to ask when you call around to find out how much the cost for the t-shirts. Try to call at least 2-3 printing companies to do some comparison.

Company Name \_\_\_\_\_

Contact person \_\_\_\_\_

Tel. No. \_\_\_\_\_

Date of contact \_\_\_\_\_

Note \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- a) Is there a minimum order quantity? \_\_\_ Yes (How many? \_\_\_\_\_) \_\_\_ No
- b) Is there a cost for design? \_\_\_ Yes (How much? \$ \_\_\_\_\_) \_\_\_ No
- c) How long does it take to see the proof of design? \_\_\_\_\_
- d) How long does it take to get \_\_\_\_\_ number of t-shirts ready? (based on your result of question 3-5 on the previous page) \_\_\_\_\_
- e) Will there be shipping and handling charges? \_\_\_ Yes (How much? \$ \_\_\_\_\_) \_\_\_ No
- f) Other charges should you expect? \_\_\_ Yes (How much? \$ \_\_\_\_\_) \_\_\_ No
- g) How long is the price going to valid? \_\_\_\_\_
- h) Other info you should know \_\_\_\_\_

\_\_\_\_\_

The following questions will guide you how to find some outsider information about the t-shirt company that you talked to:

- a) Is there any review of the products and services done by this company that you found?  
\_\_\_ Yes \_\_\_ No
- b) How are the ratings and comments?

(Here is what I found when it comes to ratings. If there are more than 40 reviews with an average score of 4.5 or above, i.e. 5 stars as the highest score and the best, this company is good to give it a try. Of course, bad things happen. But it may be worthy to take a risk.)

Company Name \_\_\_\_\_

Contact person \_\_\_\_\_

Tel. No. \_\_\_\_\_

Date of contact \_\_\_\_\_

Note \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- a) Is there a minimum order quantity? \_\_\_ Yes (If so, how many? \_\_\_\_\_) \_\_\_ No
- b) Is there a cost for design? \_\_\_ Yes (How much? \$ \_\_\_\_\_) \_\_\_ No
- c) How long does it take to see the proof of design? \_\_\_\_\_
- d) How long does it take to get \_\_\_\_\_ number of t-shirts ready? (based on your result of question 3-5 on the previous page) \_\_\_\_\_
- e) Will there be shipping and handling charges? \_\_\_ Yes (How much? \$ \_\_\_\_\_) \_\_\_ No
- f) Other charges should you expect? \_\_\_ Yes (How much? \$ \_\_\_\_\_) \_\_\_ No
- g) How long is the price going to valid? \_\_\_\_\_
- h) Other info you should know \_\_\_\_\_

\_\_\_\_\_

The following questions will guide you how to find some outsider information about the t-shirt company that you talked to:

- a) Is there any review of the products and services done by this company that you found?  
\_\_\_ Yes \_\_\_ No
- b) How are the ratings and comments?

***(Re-print or photocopy this page if needed)***

## Project Funding

Based on all the information you collected earlier, now you can decide which way you are going to use for funding the t-shirt printing:

1. Self-funded \_\_\_\_\_

2. Funded by family members \_\_\_\_\_

(Skip to the questionnaire of “Funded by Family Members”)

3. A charity event by collecting donation and, may be, \_\_\_% goes directly to the charity organization (As soon as you decide which organization you are going to donate the money to, it will help you to move on to the next step.) \_\_\_\_\_

Name of the Charity: \_\_\_\_\_

4. Sponsorship from local businesses (if you pick either 3 or 4, skip to questionnaire of “Local Business Sponsorship”) \_\_\_\_\_

## Funded by Family Members

If you decide to ask for family members' donation, here are the things that you need to consider before sending out the invitations or communication in any format:

- a) How much will you ask for each donation? \$\_\_\_\_\_ (Always recommend a minimum amount which will make it easier for the donor to decide if he/she wants to do it.)
- b) How are you going to collect the money?
  - \_\_\_\_\_ By check
  - \_\_\_\_\_ Collecting cash in person
  - \_\_\_\_\_ Through a Paypal account set up specifically for this event
- c) When do you need the money? \_\_\_\_\_
- d) Is there any incentive to encourage people to make donation? If so, what is it? (Mentioning this incentive when you send out the communication will help to make people to take action sooner.)

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Name: \_\_\_\_\_ Tel. no. \_\_\_\_\_

Email address (if any) \_\_\_\_\_

Donation \$ \_\_\_\_\_ Notes: \_\_\_\_\_

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Name: \_\_\_\_\_ Tel. no. \_\_\_\_\_

Email address (if any) \_\_\_\_\_

Donation \$ \_\_\_\_\_ Notes: \_\_\_\_\_

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Name: \_\_\_\_\_ Tel. no. \_\_\_\_\_

Email address (if any) \_\_\_\_\_

Donation \$ \_\_\_\_\_ Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ Tel. no. \_\_\_\_\_

Email address (if any) \_\_\_\_\_

Donation \$ \_\_\_\_\_ Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ Tel. no. \_\_\_\_\_

Email address (if any) \_\_\_\_\_

Donation \$ \_\_\_\_\_ Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ Tel. no. \_\_\_\_\_

Email address (if any) \_\_\_\_\_

Donation \$ \_\_\_\_\_ Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## Local Business Sponsorship

Based on all the info you found from the printing companies, you know the total cost for printing the best estimated number of t-shirts.

List out all potential sponsors that you want to contact.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

Business Name: \_\_\_\_\_ Tel. no. \_\_\_\_\_

Contact person \_\_\_\_\_

Contact date \_\_\_\_\_ Follow-up date \_\_\_\_\_ Donation \$ \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Business Name: \_\_\_\_\_ Tel. no. \_\_\_\_\_

Contact person \_\_\_\_\_

Contact date \_\_\_\_\_ Follow-up date \_\_\_\_\_ Donation \$ \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Business Name: \_\_\_\_\_ Tel. no. \_\_\_\_\_

Contact person \_\_\_\_\_

Contact date \_\_\_\_\_ Follow-up date \_\_\_\_\_ Donation \$ \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

***(Re-print or photocopy this page if needed)***

## How Much Should You Ask For From Each Of Your Potential Sponsor?

Number of shirts you are going to order \_\_\_\_\_

Cost of printing/t-shirt (make sure this includes all the extra charges, such as design, shipping and handling) x \_\_\_\_\_

Number of potential sponsors ÷ \_\_\_\_\_

You should know how much you are going to ask for when you talk to your potential sponsors = \_\_\_\_\_

## How To Approach Your Potential Sponsors?

Write down some points that you are going to bring up when you are on the phone with the sponsors.

Try to be short and sweet because these decision makers are very busy. They want to know what they can get out of the money that they are giving up. Make sure you are honest to them of what you are going to do with their money.

If your friends or families have a better connection with certain local businesses/companies, ask for their help. Chances for you to get a "yes" is higher.

Here are some questions to help you to think of how to approach your contacts and convince them to say "yes".

1. Introduce yourself and explain why are you calling? Is it some kind of event for a good cause? (If you just say it is for a family reunion doesn't do it. If it is for charity, such as helping a local community, most business owners will consider your offer.)
2. When will this happen?
3. What exactly will happen that your sponsors will know the benefits they get in return of the money given up? (Gives more details about the event, such as a memorial walk with all participants wearing that same t-shirt showcasing the names of your sponsors.)
4. How can this happen? (Ask for the sponsorship or donation on the phone. If you have a minimum amount in your mind, it is time to mention it, too.)

## **How To Respond To Your Sponsor's Decision?**

If they reject your proposal, thank you for their time and don't make the big deal out of it.

If they accept it, ask if you can collect the money by stopping by their work place. This is the most sincere way to show your gratitude. If possible, at least, show them the picture of the t-shirt before and/or after the event. The best would be having everybody wearing that t-shirts in the picture after the event.

I know it sounds like a lot of work. But a small gesture gives great impressions to your sponsors. And remember this, this is a small world. Your paths will cross again.

## **Alternative Way To Show Your Gratitude To Your Sponsors**

A side note: I was a champion in a charitable event by raising the money with cans and bottles for a farm destroyed by the fire. We had a sponsorship solely from a local store. They took care of everything from counting the cans and bottles to keeping track of our daily records. They even gave us 2 extra cents per can/bottle. In order to show my appreciation and courtesy of them doing something great, I went to their Facebook page writing a great review. The review doesn't say anything about them participating in the charitable event because the reader will think that this is more for advertisement or showing off. So, my comment only talked about some great things they do in operating their business and make their customers happy. And it is true to every word. This will help this local business to draw more business.

Once everything is done, you can start printing your t-shirts. Good job!