



THE ULTIMATE GUIDE TO BEING THE APPAREL CHAIR FOR YOUR FRATERNITY

⇒ Greek House





Congratulations on Your New Position!

As the new T-Shirt Chair for your fraternity, you're arguably the most important (and most creative) person in your chapter.

Your entire chapter has entrusted you with the ultimate responsibility: create awesome apparel, get shirts in time for events, and help your chapter stand out on campus by creating unique designs.



What They Don't Tell You

Most people think being T-Shirt Chair is a walk in the park, but they don't see all the planning, designing, communicating, scheduling and managing that goes into each order before that box of shirts arrives at the house.

Creating apparel for your chapter is a lengthy process and a lot can go wrong between starting a design and receiving your shirts. Nothing is worse than having to deal with a stressed out and angry chapter because the shirts don't show up when they were supposed to or the quality was less than expected.

This may sound like a lot of pressure, but no worries.



You're in Great Hands!

Our founders were in charge of creating apparel for their chapter in college and have been perfecting the process for the last 6 years. And trust us, they made all the mistakes, so you don't have to.

Greek House works with thousands of T-Shirt Chairs, produces millions of shirts, and gives you access to over 10,000 customizable designs.

By giving you a platform to manage all your chapters apparel, we make your position stress free, enjoyable, and fun!

Greek House has been one of the fastest growing companies in the United States, being featured on the INC 5000 for 2 years a row now!

We've got a lot of experience when it comes to making apparel for your chapter and we're going to share everything we know so you can be a successful T-Shirt Chair!

**So, Let's Get To It! Here is a Guide on How to Make Your Chapter
The Best Merch on Campus & Be a Dope Apparel Chair!**



Step 1: Planning!

If you don't consider yourself a "planner", don't worry! We've listed all the steps on how to successfully plan for events in the semester. Below are some tips about the planning steps you need to be aware of to really take charge with your T-shirt chair role.

Before you get started on making a list of upcoming events that you need apparel for, you need to think about who you need to involve your decision making process with, specifically people on your executive board!



Meet With Everyone Involved

These members in your chapter could include:

- Social Chair
- Philanthropy Chair
- Recruitment Chair
- Bid Day Chair
- Rush Chair
- Formal Chair
- Marketing/PR Chair
- President

Remember you are the one starting & managing this process! You place the design requests, but maybe your philanthropy chair wants to help with design ideas for your upcoming philanthropy! Let her help by showing them proofs, and getting feedback overall!

Maybe your president wants to approve your parents weekend design, let them approve it!

You want to make sure they are getting a say, but you are the person with the role of execution!

Greek House gives you the tools and confidence to take on your role. We make your job easy so everyone in your chapter and on your executive board will be happy with your results!



Timeline of Planning

As a rule of thumb, we recommend starting a design request 4 weeks from the date of the event. This is the general timeline we recommend:

1 Week - to finalize the design

1 Week - to collect sizes and payment from your chapter

2 Weeks - receive your shirts in time for your event

Note: this is a conservative timeline. You can get a design made and shirts within 3 days with rush shipping.



Make a List of Every Event Your Chapter Makes Shirts For

Next you want to sit down with the members of your exec board and get the dates of every event. Ask your philanthropy chair to give you the date of your philanthropy, your recruitment chair for recruitment, etc. If they have other information about the event even better as this will help you in the next steps of thinking of a design.

You should end up with a list that looks something like this:

EVENT	DATE	THEME	DESCRIPTION	PLACE DESIGN REQUEST BY
Recruitment	1.15.2021	PR / Basic	Not Sure Yet!	12.15.2020
Bid Day	1.30.2021	Astroworld!	Astroworld Crop top & Banner!	12.30.2020
Date Dash	2/14/2021	Valentines Day	Valentines Day Themed, pink	1/14/2021
Philanthropy	3/07/2021	St. Pattys Day	Lucky me event	2/07/2021
Moms Day	3/29/2021	N/A	Cute phrase about mothers	2/29/2021
Formal	4/25/2021	N/A	Once City is picked, Normally do skyline of that!	3/25/2021

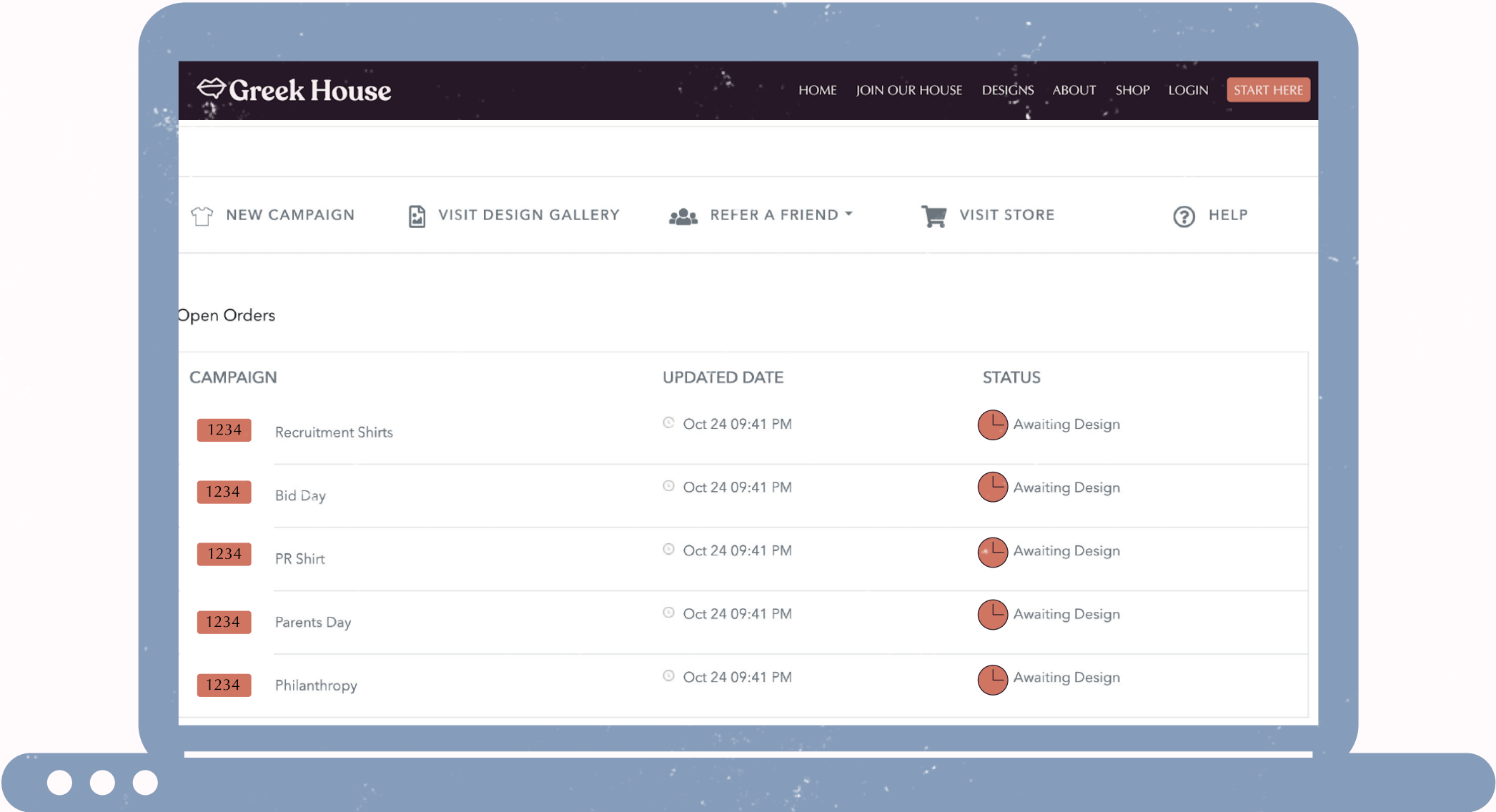
Once you have your list we recommend setting calendar reminders on something like google calendar. This way you get a notification for when to submit your design by.

The reason why we recommend getting designs in early is simple: you want to avoid getting your shirts in late at all costs. This makes other people in the chapter unhappy, and adds unnecessary stress to your position.

BUT, great news! Greek House has your back.

After you place your design request, you will get a professional design back from us in only 1-2 business days. (Other companies can take over a week)!

In fact, for those of you who are super organized you could actually design shirts for your entire semester in a week if you wanted to! If you did, you'd have a perfectly managed semester that would look something like this:



If you've got this down then the next step is going to be a walk in the park!



Step 2: Organizing!

As you probably know by now, organization is one of the best skills you can develop as a T-Shirt chair but if you're not naturally organized, aka human, no worries we've got your back.

Here is what you want to think of before placing your design request:

- Is this being paid for with chapter budget, or are individual members paying for them?
- If the chapter is paying for it- what is the budget?
- What product do I want this on?
- Do I want a design on the front and back?
- How many shirts do I think will be ordered? (Estimation)
- Group shipping or individual shipping?

But before we get into organizing your orders let's educate you on some of the basics of the custom apparel process.



Order Minimums & Common Print Types

The most popular / most common types of orders are screen printed. Our 2nd most popular print type is embroidery. We do have more print methods than just these two, but we will keep it simple and stick to educating you about the most common orders you would be placing!

Screen Printing



Embroidery



Each print method varies in cost, pricing factors, and order minimums. The minimum quantity is the minimum number of shirts that need to be purchased in order to produce your order.

- Embroidery has a 12 piece Minimum
- Screen Print has a 24 piece Minimum



Volume Discounts

The more you end up purchasing, the cheaper they are! When placing a design request, you choose from different estimated quantities. These are:

- 12-23 (Embroidery Only)
- 24-47
- 48-71
- 72-144
- 144+

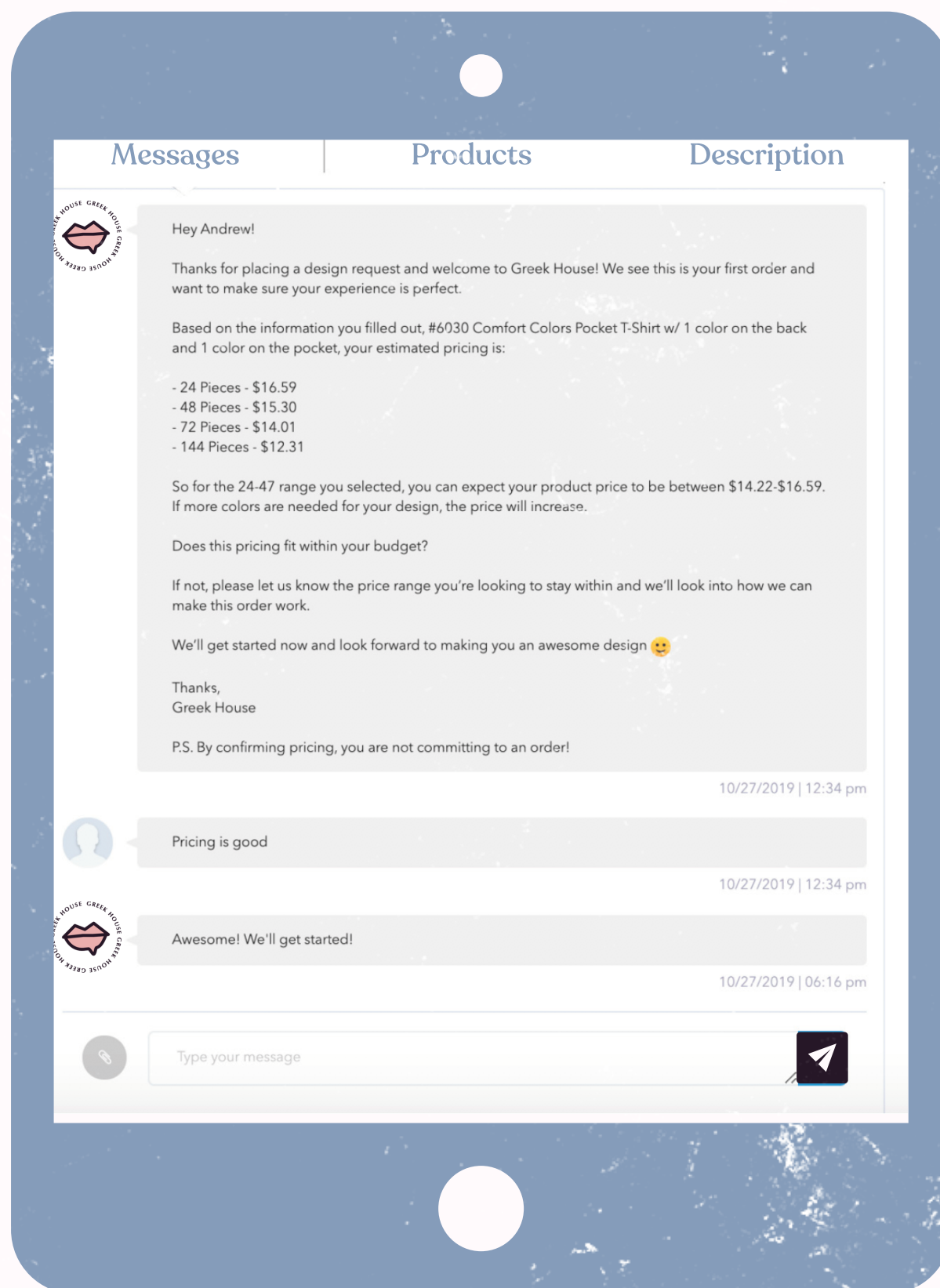
If you are not sure how many pieces will be ordered, select a lower range, as we charge for the exact quantity ordered. More purchases means cheaper prices!

However, if you do not reach minimum estimated quantity, we cannot process your order.



Pricing

Think of us as your assistant T-Shirt Chair. We're here to make you succeed and will work with you to make sure pricing works on every order. We will suggest alternative options as well to make any budget work. There is a message board on every order where you can communicate directly with our support team and designers:



Greek House provides the estimated price at the beginning of your order so you can make sure it works with your budget. Don't worry if the pricing is out of budget as the support team will help you find alternatives.

Important Factors of Pricing:

- Product Option & Color of Product*
- Estimate Quantity being Ordered
- # of Colors in Design (The more colors, the more expensive)
- # of Print Locations** (The more locations you put designs on, the more expensive)

*Darker Colors need an under base color when printing, which increases the cost

**Print locations are pocket, front, back, left sleeve, right sleeve, hood, etc.



Step 3: Designing!

This is the most important (and fun) part of the process as a good design can make or break a shirt order. Remember, the more people that buy, the cheaper the price gets so a better design leads to more shirts bought and cheaper shirts for everyone.

Luckily for you we've made 10,000+ Designs so we know the process well!

The main parts of design are:

- Understanding Greek & Collegiate Licensing Guidelines
- How to use the Greek House Design Gallery
- How to submit a Design Request



What is Greek Licensing?

You may not know this but your chapter letters are trademarked by your national chapter. Every design with your chapter letters in it must get approved by Greek Licensing.

Working with a company that is not Greek Licensed, but prints greek letters on a shirt, is illegal.

Greek House is Greek Licensed, and takes care of the entire licensing process for you. This means you don't have to worry about getting approval by your chapter advisor, because nationals actually approves it before we show you your design!

Greek Licensing approval takes on average 72 hours.

Greek House pays to expedite the process so you get it back in 24-48 hours. We also pay royalties so you don't have to worry about a thing!

Note: Greek Licensing does not accept anything that relates to violence, alcohol, or any sexual references. Therefore, we will not create a design that references these things as it will not get approved.



What is Collegiate Licensing?

Collegiate licensing is very similar to Greek Licensing but even more strict when it comes to what will and what won't get approved. The process is also much longer on average, depending on your university.

The first step in this process is to find out if Greek House is licensed with your university! We are licensed with a lot of different universities, including Arizona State, University of Michigan, Miami University, etc. If you or your campus manager is unsure on the status of your collegiate license, ask the chat in the bottom right hand corner of the website!

If we are licensed with your University, then we are able to print your sorority name & your university name together on a shirt! Please note that adding your college name to your apparel can add up to 2-4 weeks in the approval process before you can get your design back to you, and will cost much more due to additional royalties.

Licensed or not, the way to get around paying collegiate royalties is by knowing what phrases are licensed at your school & what phrases are not!

For example, at Purdue University, "Boiler Up" is a licensed phrase by the University. But, "BTFU" is not! Some people also like to put their college town or city name instead of the University name.



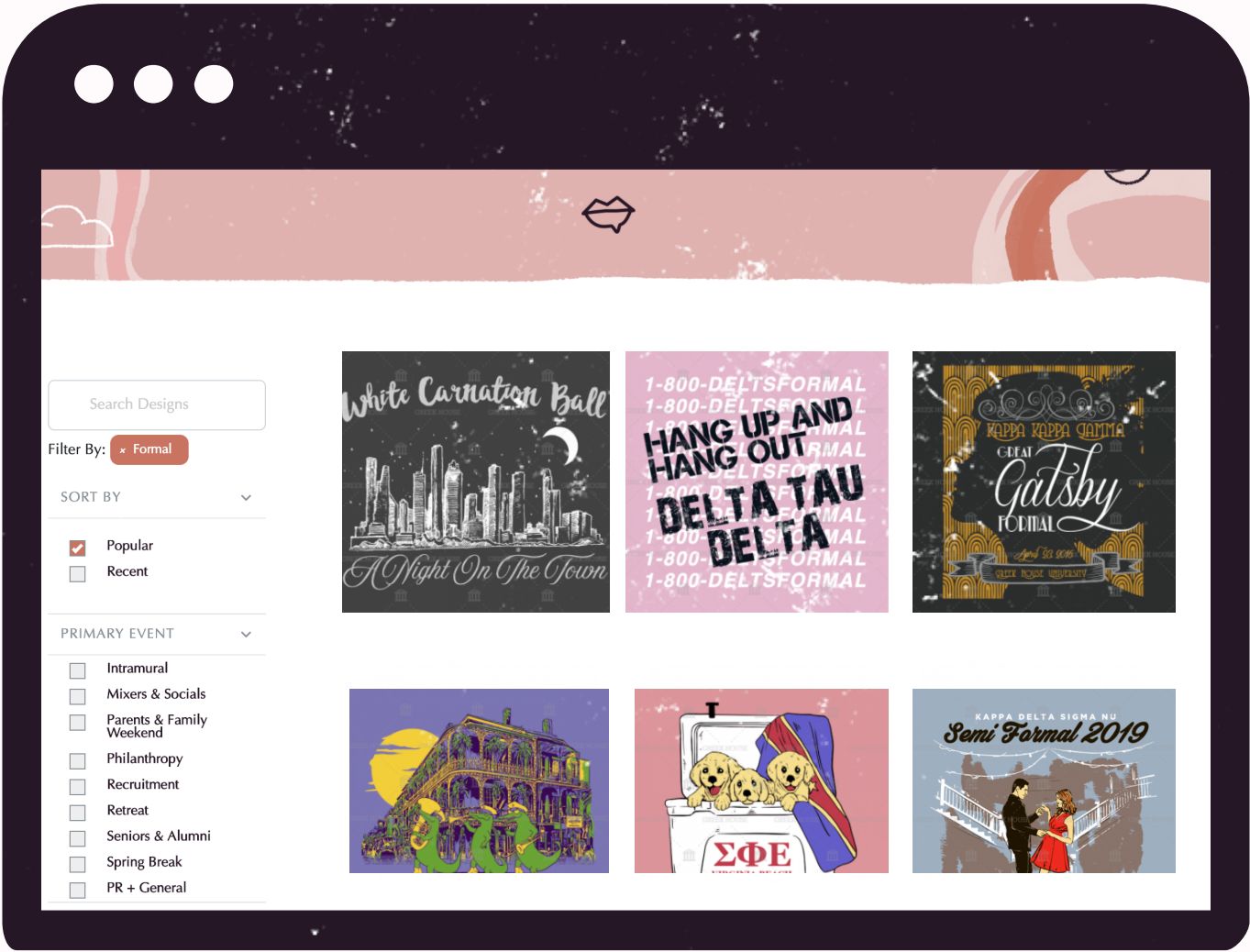
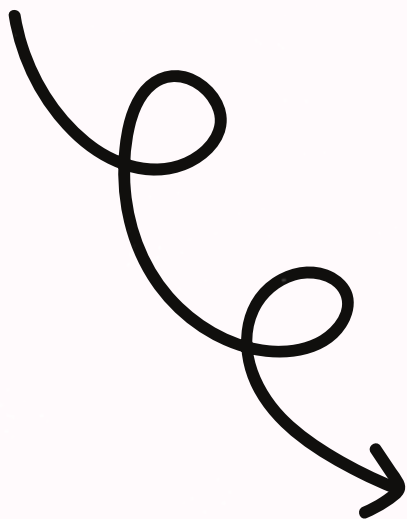
How to Use The Design Gallery

If you need any sort of design inspiration, Greek House has over 10,000 designs for every event you can imagine and they're all at your fingertips!

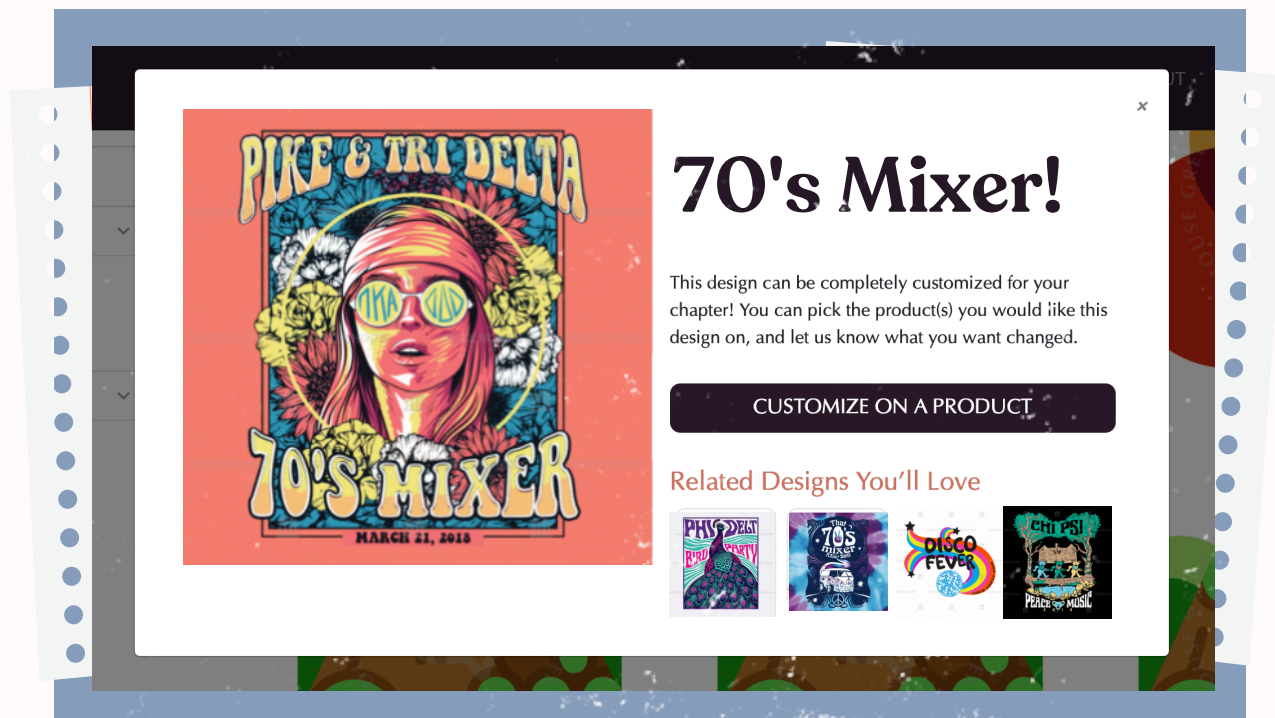
Every design is 100% customizable so regardless of what chapter's letters are on the design you can customize it and add your own.

Use the Greek House Design Gallery to search for events.

For example let's say you had a formal coming up. You would search formal and be able to see recent designs being created from all over the country or filter to see which designs are the most popular!



You can choose any design in the design gallery and customize it on a product for your chapter:



You can use these designs as reference images, as well as anything from instagram or Pinterest. We will do everything we can to make your design exactly the way you want it to be!



Free Custom Designs

We can help you turn any ideas into designs! This is what Greek House specializes in as we have a team of the best designers who work all over the world to ensure we are creating designs 24/7.

Our designers can design just about anything you can think of, a sketch you made on a napkin, a drawing you created, a photo of your sorority house, or something you found on Pinterest!

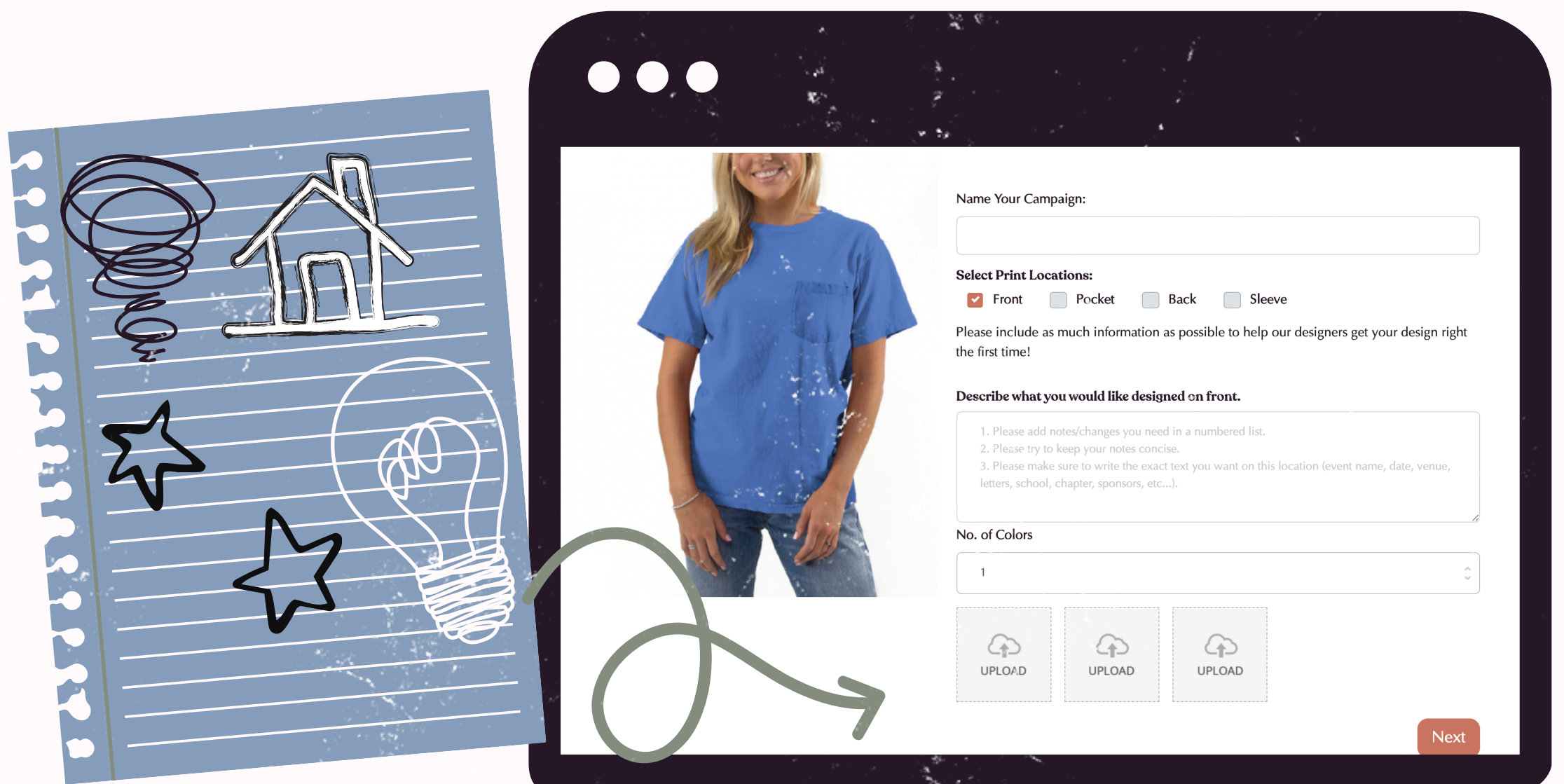


Placing A Design Request!

You can start the design request process by going to greekhouse.org/start-here.

The first step is to pick a product. The most popular products will always be at the top of the page so you know with confidence what you're choosing is a proven favorite!

Once you select the product the next step is to describe what you would like designed on the shirt. This is where all the info collected from the organization and planning step you did comes into play.



We have the best designers in Greek Life but they still haven't mastered the art of mind reading so the more detail you put into the design request, **THE BETTER!**

A picture is worth a thousand words, If you upload lots of reference images, and explain the text boxes every single thing you want in the design and refer to the photos attached, the closer your design will be to your absolute perfect vision for one! This reduces the time to takes to get a campaign live, as you will be able to make less changes before you absolutely love it!

Here are some tips to writing a good design request:

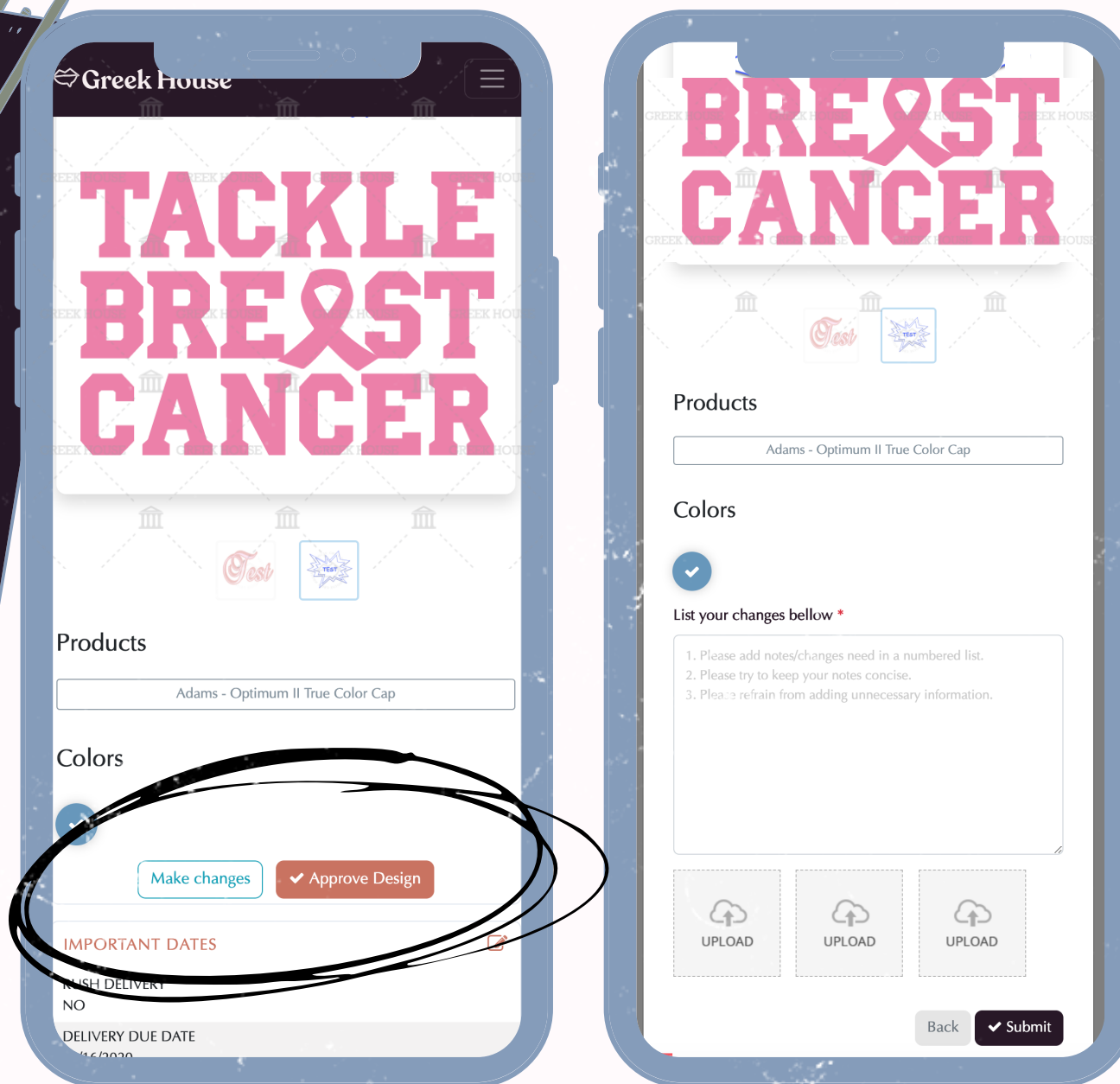
- Please add notes/changes you need in a numbered list.
- Please try to keep your notes concise.
- Please make sure to write the exact text you want on the shirt (event name, date, venue, letters, school, chapter, sponsors, etc....)



Knowing When to Approve A Design

Make sure your design is 100% what you want it to be before you approve it on the website! Once you approve the design, there is no going back. Make sure you check with every single person you need to check with before clicking the approve button! We know it's so tempting the moment you get **THE** perfect design back!

Approve your
design
in a click of a
button!



Make Changes
Quickly,
& Easily!

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Step 4: Collecting Payment

Collecting payment and sizes from everyone in the chapter can be a really time consuming process so we've made it easy by giving you multiple ways to pay on each campaign.

You have full control on your dashboard to track orders, close campaigns, and share payment links with your chapter members:

The screenshot shows a campaign dashboard with the following sections:

- Important Dates:**
 - RUSH DELIVERY: NO
 - DELIVERY DUE DATE: 11/06/2019
 - FINALIZE DESIGN BY: N/A
- Shipping Address:**
 - NAME: Jacob Hill
 - ADDRESS: 1203 East Carson Drive
 - CITY: Tempe
 - STATE: Arizona
- Campaign Info:**
 - 4563 Arizona State Sigma Chi - 5k Relay for Life!
 - : COLLECTING PAYMENT
- Current Orders:** 107
- Goal Reached!**
- Price Range:** Minimum at 48, Best Price at 71
- BUY NOW** button
- PRICE RANGE:** [\$19.94-\$22.11]
- SHARE THIS CAMPAIGN:** <https://greekhouse.org/store/Arizona-State-Sigma-Nu---S> **COPY URL**
- Size Distribution:**

S	46	38	16	2	0	107	View Orders
S	M	L	XL	2XL	3XL	Total	
- 1 HOUR LEFT** **CAMPAIGN CLOSE DATE 10/25/2019**
- Extend Campaign Close Date** **Close Campaign**



The 4 Ways to Pay:

- Chapter Check: Submit all your sizes through the message board and we'll send you an invoice to pay by check.
- Chapter Credit Card: Pay by chapter check or credit card.
- Individual Payments: Share a payment link with your chapter members and have them submit their sizes and payment.
- Venmo: Through the individual payment link, you can also checkout via Venmo on your phone! (Checkout must be on a phone that has Venmo app downloaded & account set up)

Also, for Individual Payment links:

- Don't be afraid to send this link out all the time in group me!
- It's your job to make sure everyone has the link and knows when the order closes!
- Make sure you send lots of reminders about orders or else you will have people who forget to order and make your position more stressful.

When to Collect Sizes vs. When to Not

When you are paying with one payment, like a check from your chapter or with the chapter credit card, that means you are NOT sending out an individual payment link. This means you need to have a way to collect your chapters sizes! You should be communicating with your executive board to find out what shirts you get in the chapter budget, and which ones will be an individual payment link.

If you are collecting your sizes on your own, you can make a copy of this Greek House Formatted Google Sheet. Once you have everyone collected you can upload this to the message board on your campaign! (Click Text to Get to Google Sheet)

Now, with those 4 steps of how to be an amazing T-shirt chair...we know you might still have some questions throughout this process!

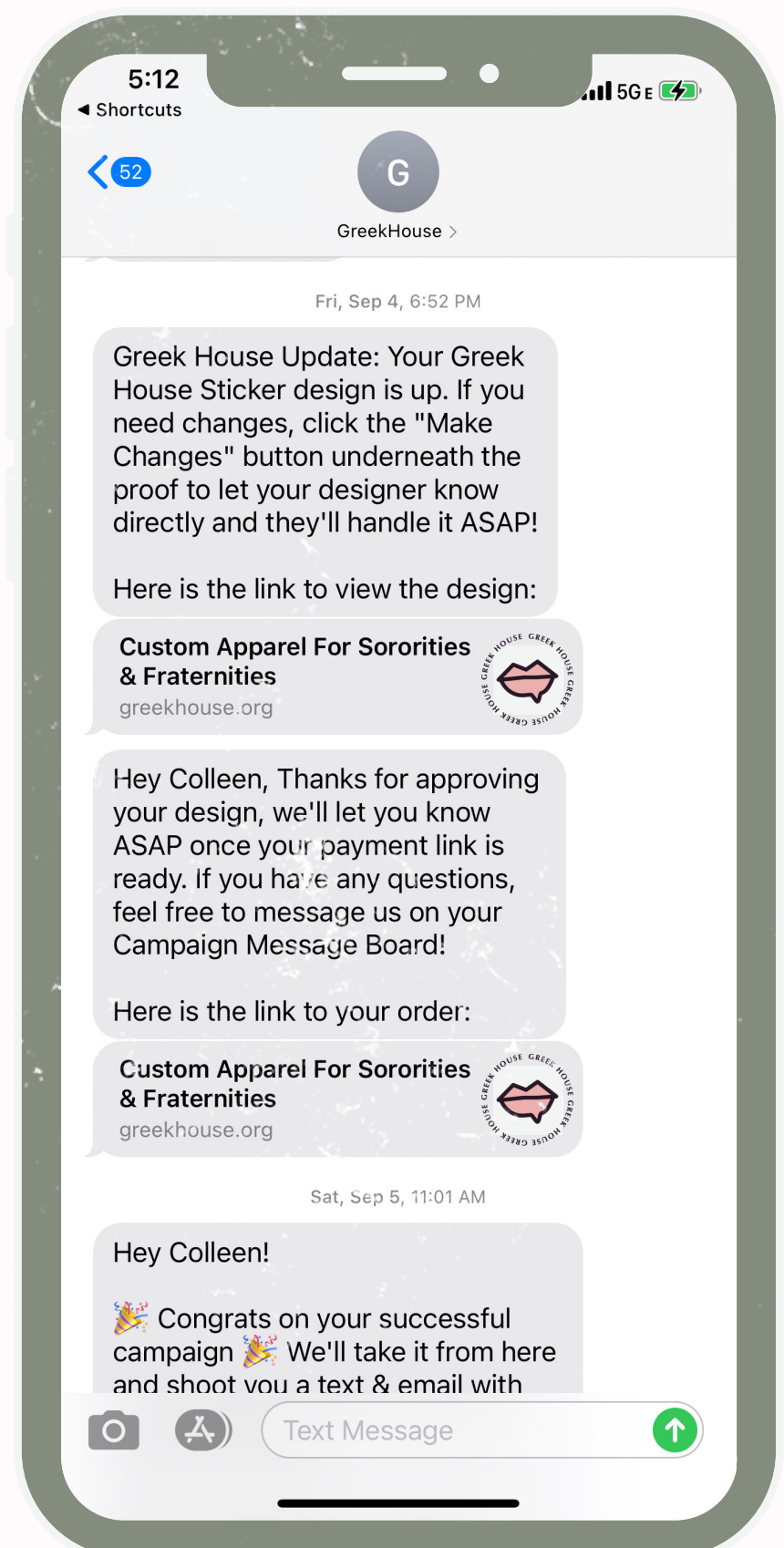
The Good News is...

We have your back!

You will get text updates with every design request update!

You can even respond to the messages in your texts to respond back to us!

Don't like SMS? We can email you too!



How It Works



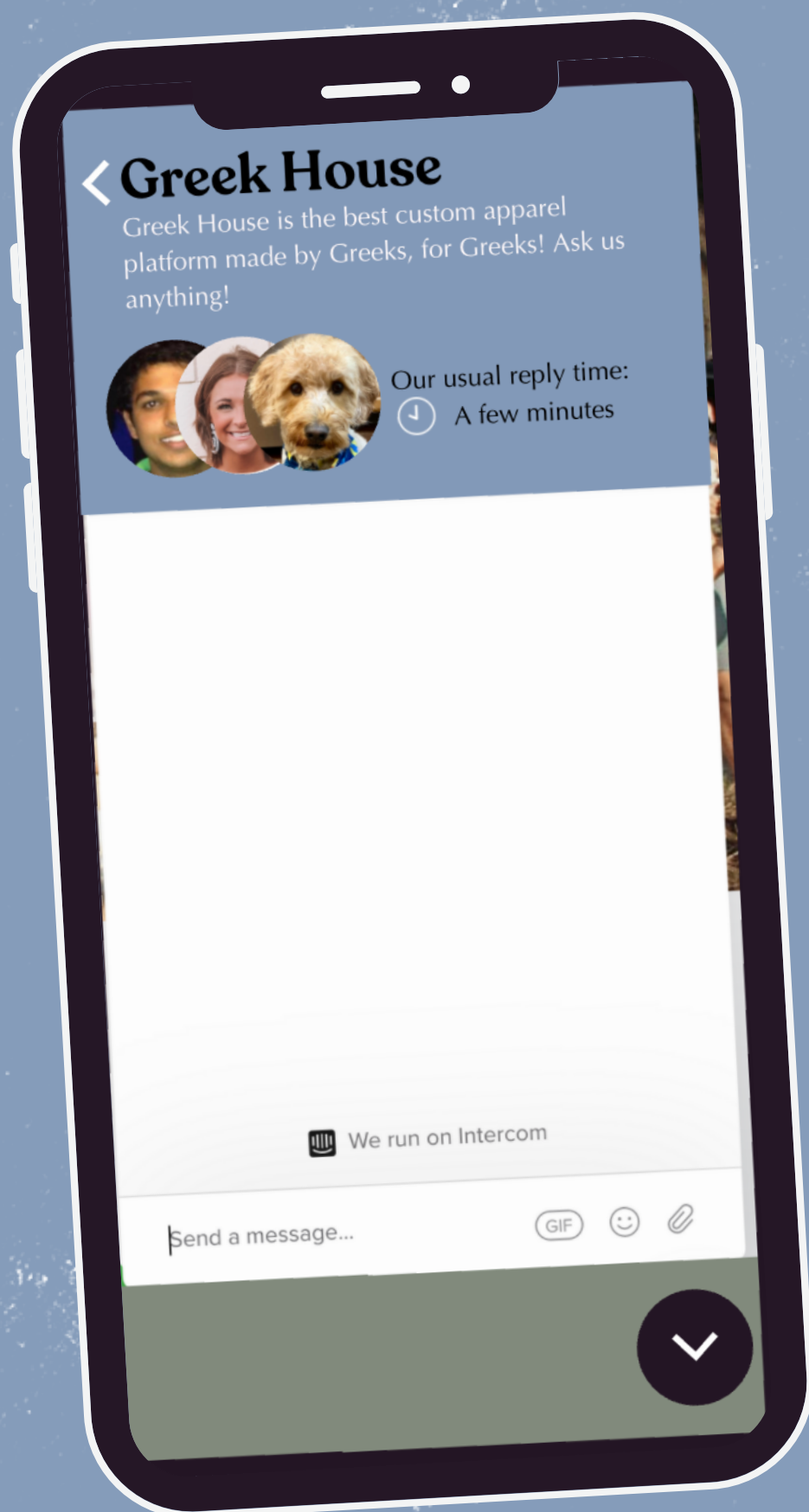
1 Submit Your Idea
In Minutes!



2 Get A Free Design
Back In 48 Hours!



3 Get Your Products
In 7-10 Biz Days!



Our Platform is here
to help you!

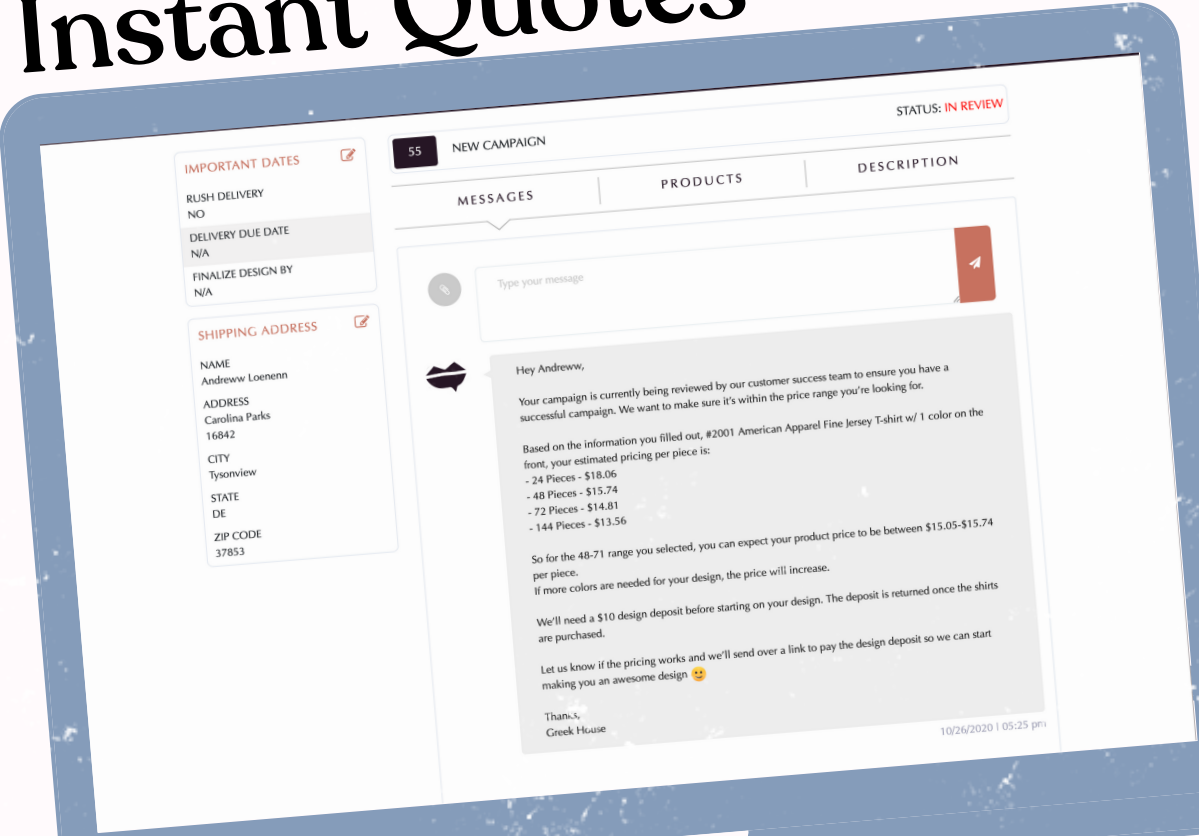
If you have questions & you
don't have a design request in,
you can chat on the support
chat in the bottom right corner
of the website!

This is a great place to put any
questions, especially when you
are looking for a product you
don't see on the website!

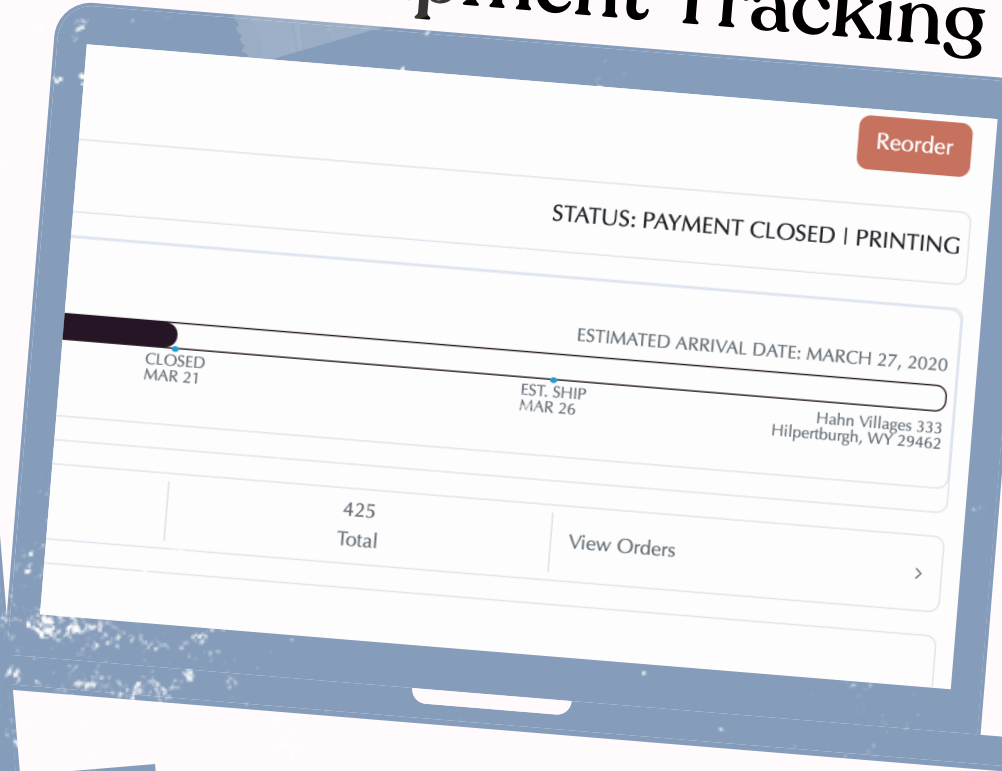
Our support team works on
Pacific Time, and will always
get back with you ASAP!
(Normally very quickly!)

You Own The Process From Start to Finish!

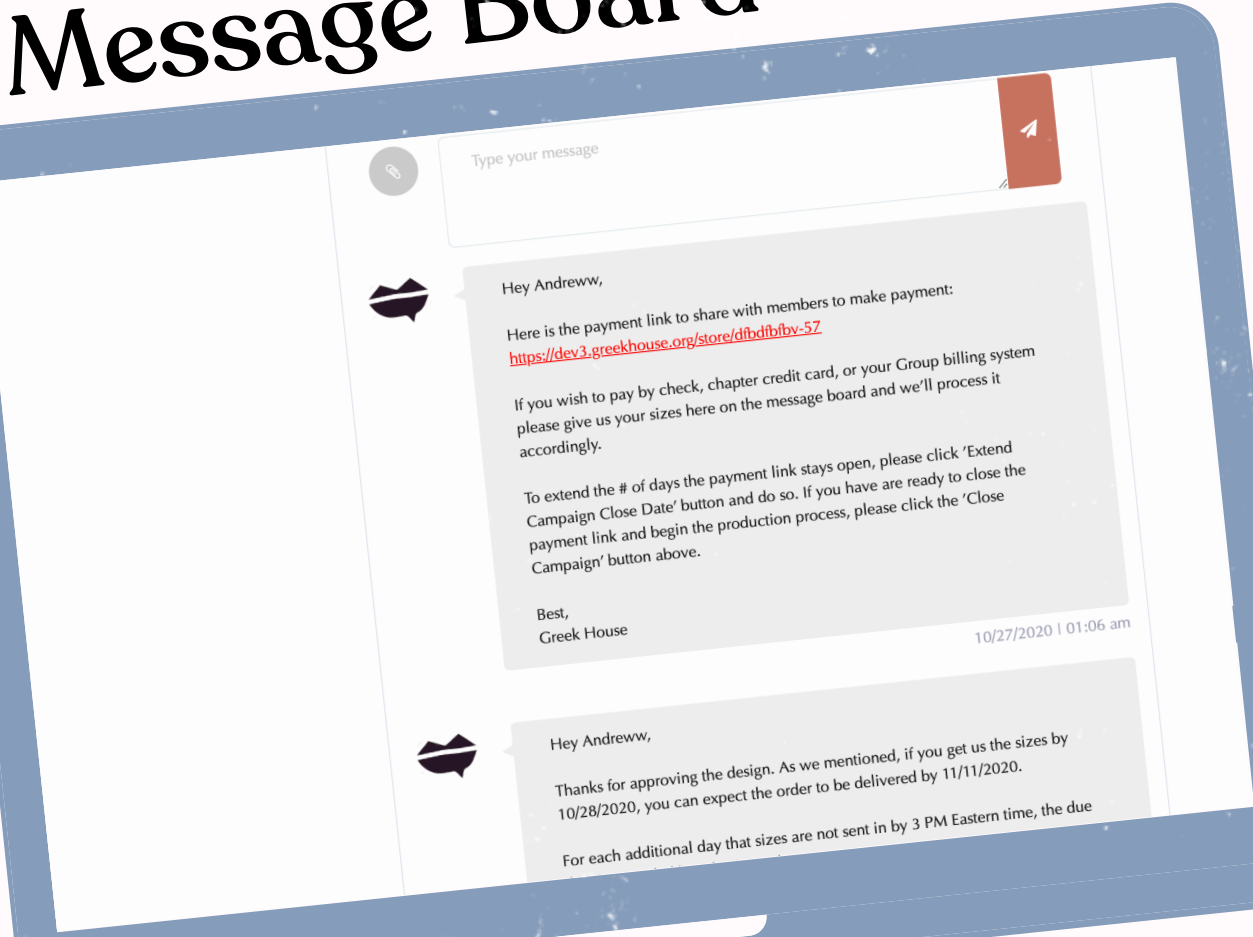
Instant Quotes



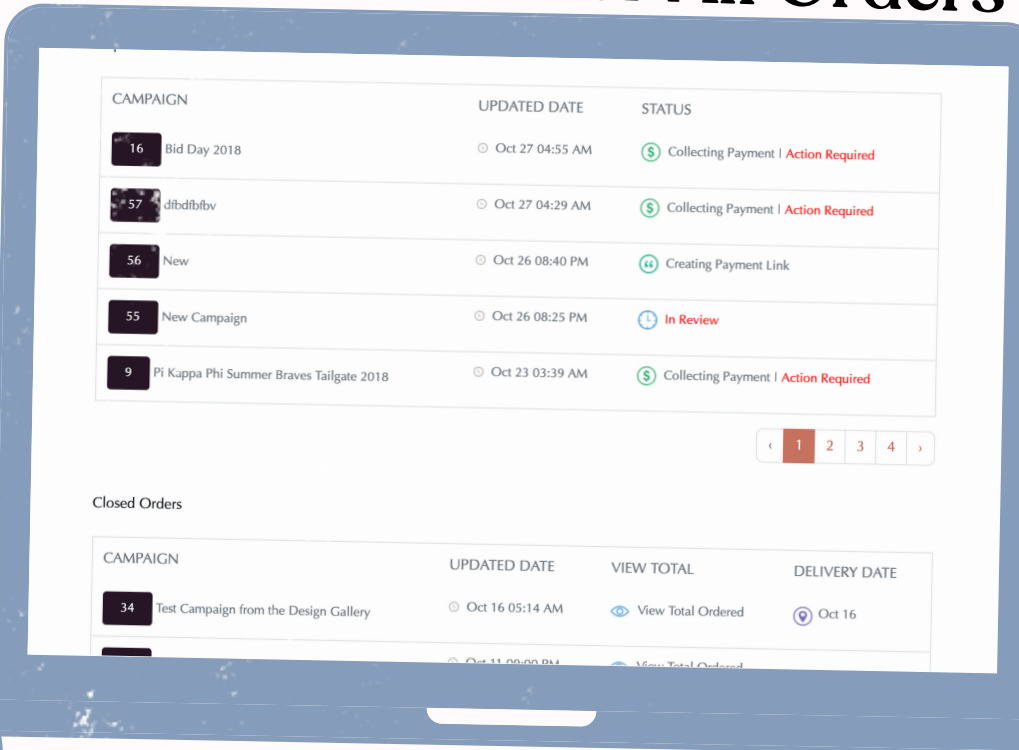
Shipment Tracking



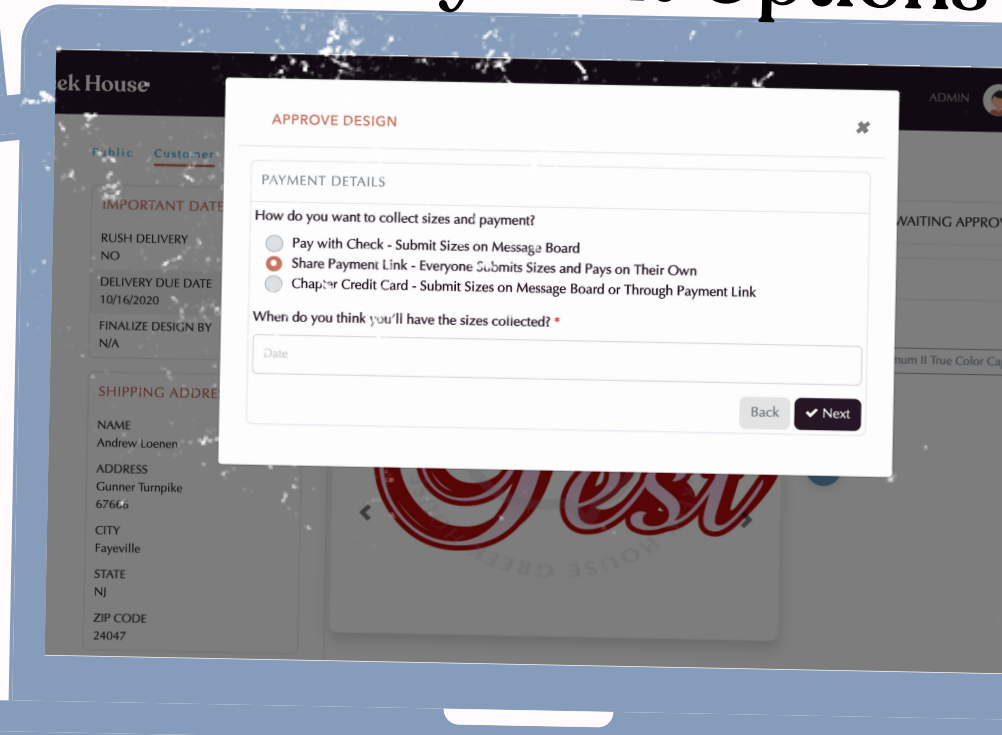
Message Board



Dashboard for All Orders



Flexible Payment Options



& So Much More!

FAQ

1. Can I add multiple garments to the same campaign? - Yes you can! They must have the same printable area so non-pocket items can only be printed with other non-pocket items and vice versa.

2. Can I upload my own design? - Yes you can upload your design in step 2 of the design request. Our designers will make sure it is set up to print perfect.

3. Can a designer create a design out of an idea I give them? - Absolutely, it's common for people to sketch something on a napkin and have our designers turn it into their dream design.

4. Can I modify one of the designs in the design gallery? - Yes, all designs in the design gallery are 100% customizable for your chapter!

5. How can I get a quote? - Submit a design request to get a quote the same day!

6. Where do I submit a design request? - You can select a design from our design gallery to customize or submit your own idea here: greekhouse.org/start-here

7. By submitting a design request am I committing to an order? - No, submitting a design request does not commit you to an order.

8. Is there an order minimum? - Yes, it is 24 pieces for screenprint and 12 for embroidery.

9. Do you offer single piece items for purchase? - Yes, you can check out <https://store.greekhouse.org/> for single piece items

10. How can I get more involved with Greek House? - Apply for our Campus Manager position to become the face of Greek House at your campus here: <https://greekhouse.org/cm>

Haven't You Heard?



You guys are awesome! Definitely looking forward to more great shirts from Greek House. ”

UCLA, Sigma Alpha Epsilon



“They have always separated themselves from the competition with their flawless designs and production methods. ”

Arizona State University, Sigma Nu



“Greek House is the best. Could not imagine working with any other company for my Chapters apparel.. ”

Purdue University, Theta Chi



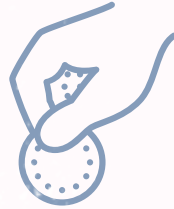
“Greek house is by far the easiest company to work with. They make the job of t shirt chair so easy and fun. ”

University of Florida, Kappa Sigma

[Click Here for More Testimonials](#)

We Help Promote Your Philanthropy!

PRETTY COOL, RIGHT?



10% Donation on Your Order

Receive a 10% donation on your philanthropy order to help reach your fundraising goals.



Set Up A Fundraising Store

Set up multiple products in 1 store link to share with chapter, friends, and family!



Set Your Own Price

We'll give you the cost of the shirt. You set the price sell to friends, family, guests, and alumni. We'll donate back the difference.



Ship to Parents & Alumni

Not in the same town? No worries, Parents and Alumni are a great way to raise money. Share your payment link with them and we'll individually ship it to them!

