

SWAG DIMENSION

CASE STUDY · NONPROFITS AND 501(C)(3) ORGANIZATIONS

FOR NONPROFITS & 501(C)(3)S

A fundraising store that runs while you sleep

Open a permanent branded store. Supporters buy hoodies, tees, and caps with your logo. Money lands in your nonprofit's bank account automatically. No inventory, no minimums, no volunteer-hours wasted on order spreadsheets.

Before & after

BEFORE

- Bulk-order minimums force you to front \$3,000+ before knowing if anyone buys
- Leftover inventory sitting in a closet waiting for the next gala
- Volunteer chasing supporters for sizes via email and a Google Sheet
- Square or PayPal links that look unbranded and cheap
- Fundraisers that close after 14 days when momentum is highest

AFTER

- Permanent always-open store on your own subdomain
- Stripe Connect direct-to-bank payouts settle daily
- Zero inventory — every item printed on demand and shipped to supporter
- Logo-on-product mockups generated in 60 seconds
- Set your own retail price and earn margin on every supporter purchase
- Annual report-ready: download exact revenue, units sold, and supporter list

Programs they run

Annual fundraising store

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Replace the once-a-year T-shirt order with a permanent online store. Run gala merch, walk/run merch, board-member gifts, and supporter holiday gear from one place.

Donor appreciation gifts

Send a branded hoodie when someone donates \$500+. Give the donor a Swag Dimension credit code; they pick size and color and we ship it directly. No stuffing envelopes.

Event swag (gala / 5K / golf tournament)

Spin up a campaign store 30 days before the event with seasonal artwork. Supporters buy in advance; everyone gets their order shipped to home — no day-of size scramble.

Volunteer & ambassador kits

Run a private invite-only store for active volunteers with allowance credits funded by your operations budget. Volunteers pick gear; you get a single end-of-month invoice.

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Proof

“We replaced our annual T-shirt order with a permanent store. Supporters keep buying, our bank account keeps growing, and we stopped storing 200 hoodies in the office closet.”

— Pilot org #1, Executive Director, regional nonprofit

Frequently asked

How does Swag Dimension verify nonprofits?

During onboarding we ask for your EIN and 501(c)(3) determination letter. Verification typically takes 24–48 hours. Once verified, your store unlocks nonprofit-tier pricing and the "Verified Nonprofit" badge.

Are sales through the store tax-deductible for supporters?

No — the merchandise purchase itself is not tax-deductible because supporters receive a product of value. If you collect optional add-on donations alongside merch (we support this in checkout), those are tax-deductible and tracked separately for end-of-year receipts.

How does payout work to a nonprofit bank account?

We route funds through Stripe Connect Express. Connect your nonprofit's bank account once during setup. Funds settle daily — typically T+2 — into the org's operating account. We never touch the money beyond the platform fee.

What is the platform fee for nonprofits?

Nonprofit pricing is the same as commercial: free Starter, \$99/mo Growth, \$299/mo Pro, plus a flat 5% transaction fee. We are working on a discounted nonprofit tier — email hello@swagdimension.com if you'd like to be on the waitlist.

Can we customize the store URL to match our brand?

Yes. On the Pro tier you can connect a custom subdomain (shop.yournonprofit.org) and apply your logo, colors, and fonts to every page. Visitors never see Swag Dimension branding unless they look closely.

[GET STARTED](#)

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Open your brand store, free.

Bring your logo. Live store with real product mockups in under 10 minutes. Stripe Connect auto-payouts to your org bank account. No inventory, no minimums, no setup fees.

swagdimension.com/business/register

Or book a 15-min walkthrough at swagdimension.com/demo