

SWAG DIMENSION

CASE STUDY · SCHOOLS, PTAS, PTOS, BOOSTER CLUBS, AND STUDENT ORGANIZATIONS

FOR SCHOOLS, PTAS & BOOSTER CLUBS

Spirit wear that doesn't end up in a closet

A permanent online store for your school colors and mascot. Parents buy on-demand, kids wear it Friday, and the PTA gets a direct deposit. Replace the spreadsheet-and-bulk-order chaos with a real store.

Before & after

BEFORE

- Pre-order forms in Google Forms followed by sizing spreadsheets
- Bulk T-shirt orders that leave 47 size-mediums in the PTA closet
- Volunteer parent stuck distributing 200 shirts at pickup
- Different artwork for cross-country, band, drama club — managed in 4 different systems
- Booster funds delayed 30+ days from order to payout

AFTER

- Always-open spirit wear store on your school subdomain
- Daily auto-payouts to the PTA / booster club bank account
- One store, multiple sub-collections: cross-country, band, drama, theme nights
- Parents order; we ship directly to home
- AI mockups generated in 60 seconds when a teacher wants new event merch

Programs they run

Year-round spirit wear store

School colors hoodies, tees, and caps available 365 days. New school year, no setup needed — same store, same payouts, ready to go.

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Booster club fundraisers

Each athletic booster club gets a sub-collection inside the school store with sport-specific artwork. Booster club gets the markup; PTA gets the platform.

Senior class & graduation merch

Drop a senior class store with the year and school crest in March. Sell through May. Every senior gets gear without the class advisor running a Google Form.

Theme nights & spirit weeks

Crank out a homecoming or "Pink Out" tee in 60 seconds with AI mockups. Open the campaign store Monday, close it Wednesday, ship Friday. No bulk minimums.

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Proof

“Our PTA used to do one spirit wear order a year and we'd sit on inventory until June. Now parents buy in October, December, and again in March — and the bank account stays liquid.”

— Pilot org #1, PTA President, K-8 school

Frequently asked

Can the store be private to our school community?

Yes. On the Growth and Pro tiers you can email-domain-restrict the store (only @yourschool.edu) or use an access code distributed in the parent newsletter.

How do we handle school district approval?

Most districts require the brand store to be operated by a 501(c)(3) PTA or booster club, not the school itself. We onboard the PTA with their EIN and the school's logo is licensed via PTA agreement. We can supply a one-page operations summary for board review.

What about students under 13 (COPPA)?

The store is operated by adults (PTA, booster officers). Parents purchase on behalf of students. We do not collect data on minors directly — purchases are linked to the parent account.

Do you handle bulk orders for graduation T-shirts?

Yes — we can run a campaign-mode store where you collect orders for 30 days, then bulk-fulfill all units in a single production run for a discounted unit cost. Best of both worlds.

GET STARTED

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

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