

# 12-MONTH BOOSTER CLUB MERCHANDISE PLANNING CALENDAR

## OVERVIEW

This calendar provides a strategic framework for planning your booster club merchandise program throughout the year. Customize the specific dates and activities based on your school's academic calendar, sports seasons, and special events.

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## JULY

### Focus: Planning & Preparation

- [ ] **Week 1:** Review previous year's merchandise sales data
- [ ] **Week 2:** Form merchandise committee and assign roles
- [ ] **Week 3:** Set annual budget and sales goals
- [ ] **Week 4:** Select distribution models (bulk, POD, hybrid) for coming year

### Key Dates:

- Schedule merchandise committee kickoff meeting
- Finalize vendor relationships and pricing

### Back-to-School Planning:

- [ ] Begin designing fall spirit wear collection
  - [ ] Create inventory of any leftover merchandise from previous year
  - [ ] Develop discount strategy for clearing old inventory
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## AUGUST

### Focus: Back-to-School Launch

- [ ] **Week 1:** Finalize designs for fall merchandise
- [ ] **Week 2:** Place bulk orders for core back-to-school items

- [ ] **Week 3:** Prepare online store
- [ ] **Week 4:** Organize merchandise booth for registration days

### **Key Dates:**

- School registration days
- Fall sports parent meetings
- Teacher/staff welcome back events

### **Merchandising Tips:**

- Create back-to-school bundles (e.g., T-shirt + water bottle)
  - Feature grade-level specific items for freshmen/new students/seniors
  - Promote "spirit packages" for incoming students
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## **SEPTEMBER**

### **Focus: Fall Sports & Activities**

- [ ] **Week 1:** Launch fall sports-specific merchandise
- [ ] **Week 2:** Organize sales booths for home games
- [ ] **Week 3:** Promote merchandise at Open House night or Season Kick Off
- [ ] **Week 4:** Evaluate early sales data and adjust inventory as needed

### **Key Dates:**

- First home football game
- School Open House
- Homecoming planning begins

### **Merchandising Tips:**

- Feature team-specific items at relevant sporting events
  - Cross-promote with ticket sales ("ticket + item" bundles)
  - Begin teasing Homecoming merchandise on social media
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## **OCTOBER**

### **Focus: Homecoming & Fall Festivities**

- [ ] **Week 1:** Launch Homecoming-specific merchandise
- [ ] **Week 2:** Plan merchandise booths for Homecoming events
- [ ] **Week 3:** Begin winter merchandise planning
- [ ] **Week 4:** First quarter sales review

### **Key Dates:**

- Homecoming week
- Fall festival/carnival events
- Parent-teacher conferences

### **Merchandising Tips:**

- Create limited-edition Homecoming items
  - Offer spirit week themed daily specials
  - Begin promoting cold-weather items (beanies, scarves, etc.)
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## **NOVEMBER**

### **Focus: Holiday Shopping Prep**

- [ ] **Week 1:** Launch winter/holiday merchandise collection
- [ ] **Week 2:** Create holiday gift guide for school community
- [ ] **Week 3:** Plan Black Friday/Cyber Monday specials
- [ ] **Week 4:** Organize winter sports merchandise

### **Key Dates:**

- Winter sports season begins
- Veterans Day events
- Thanksgiving break

### **Merchandising Tips:**

- Create gift bundles at different price points
  - Offer gift wrapping options
  - Consider holiday-themed spirit wear items
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# DECEMBER

## Focus: Holiday Sales & End of Semester

- [ ] **Week 1:** Promote holiday gift sales
- [ ] **Week 2:** Host holiday pop-up shop during lunch periods
- [ ] **Week 3:** Last-minute gift promotion
- [ ] **Week 4:** Mid-year inventory and sales assessment

## Key Dates:

- Holiday concerts and performances
- Winter sports tournaments
- End of first semester

## Merchandising Tips:

- Create "last-minute gift" promotions
  - Offer gift certificates for post-holiday redemption
  - Plan inventory reduction sales for slow-moving items
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# JANUARY

## Focus: Winter Reset & Spring Planning

- [ ] **Week 1:** Clearance sale on holiday merchandise
- [ ] **Week 2:** Mid-year merchandise committee meeting
- [ ] **Week 3:** Begin spring merchandise planning
- [ ] **Week 4:** Review winter sports merchandise needs

## Key Dates:

- Return from winter break
- Mid-year exams
- Winter homecoming (if applicable)

## Merchandising Tips:

- New Year "refresh your spirit wear" campaign
- Feature indoor sports merchandise
- Begin planning graduation merchandise for seniors

# FEBRUARY

## Focus: Winter Sports & Spring Preview

- [ ] **Week 1:** Valentine's Day themed merchandise/promotions
- [ ] **Week 2:** Launch spring sports pre-orders
- [ ] **Week 3:** Finalize designs for spring collection
- [ ] **Week 4:** Place bulk orders for spring merchandise

## Key Dates:

- Valentine's Day
- Winter sports playoffs
- Spring sports tryouts

## Merchandising Tips:

- Couple/friend themed promotions for Valentine's Day
  - Early bird specials for spring sports gear
  - Winter sports playoff/championship merchandise
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# MARCH

## Focus: Spring Launch & Special Events

- [ ] **Week 1:** Launch spring merchandise collection
- [ ] **Week 2:** Begin promoting graduation merchandise
- [ ] **Week 3:** Third quarter sales review
- [ ] **Week 4:** Plan for spring break promotions

## Key Dates:

- Spring break
- Spring musical/arts performances
- Spring sports season begins

## Merchandising Tips:

- Outdoor activity focused merchandise
- Early graduation gift promotions
- Spring break themed items

# APRIL

## Focus: End-of-Year & Graduation Prep

- [ ] **Week 1:** Launch graduation merchandise
- [ ] **Week 2:** Spring sports tournament merchandise planning
- [ ] **Week 3:** Begin planning for year-end clearance
- [ ] **Week 4:** Organize sales booths for spring events

## Key Dates:

- Spring sports tournaments
- Prom/formal dances
- College decision day

## Merchandising Tips:

- Senior-focused merchandise
  - College-bound student items
  - Spring sports championship gear
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# MAY

## Focus: Graduation & Year-End Celebration

- [ ] **Week 1:** Final push for graduation merchandise
- [ ] **Week 2:** Year-end clearance sale planning
- [ ] **Week 3:** Last call for special orders
- [ ] **Week 4:** Graduation merchandise sales at senior events

## Key Dates:

- Senior awards night
- End-of-year concerts and performances
- Graduation ceremonies

## Merchandising Tips:

- Graduation party packages
- Alumni transition merchandise
- Commemorative year-end items

# JUNE

## Focus: Wrap-Up & Summer Planning

- ☐ **Week 1:** Begin year-end clearance sales
- ☐ **Week 2:** Annual merchandise inventory assessment
- ☐ **Week 3:** Annual sales data analysis
- ☐ **Week 4:** Summer merchandise planning

## Key Dates:

- Last day of school
- Summer camps begin
- Merchandise committee transition meeting

## Merchandising Tips:

- Deep discounts on seasonal merchandise
  - Summer activity merchandise
  - Early pre-orders for next school year
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# YEAR-ROUND PLANNING CHECKLIST

## Monthly Tasks:

- ☐ Update online store with new merchandise
- ☐ Social media promotion of current merchandise
- ☐ Inventory assessment
- ☐ Sales reporting to booster club board
- ☐ Volunteer scheduling for merchandise sales

## Quarterly Tasks:

- ☐ Full sales data analysis
- ☐ Profit margin assessment by product category
- ☐ Adjustment of pricing strategies as needed
- ☐ Vendor performance review

## Twice-Yearly Tasks:

- ☐ Complete merchandise program audit
  - ☐ Vendor contract reviews
  - ☐ Major distribution model assessment
  - ☐ Committee structure review
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## CUSTOMIZATION NOTES

### School-Specific Events to Add:

- Special tournaments or competitions
- School-specific traditions or celebrations
- District-wide events
- Community festivals or parades
- Alumni events

### Sports Seasons Adjustments:

- Align specific sports merchandise with your school's athletic calendar
- Create specialized plans for highly popular sports programs
- Adjust for championship runs and playoff merchandise needs

### Regional Considerations:

- Weather-appropriate merchandise timing
  - Local events or traditions
  - Community partnership opportunities
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*This calendar is customizable for your specific booster club needs. Use it as a framework and adjust dates, events, and strategies to fit your school's unique calendar and community.*