

Your Campaign Close-Out Report



What every partner school receives at the end of a campaign · Sample report with illustrative figures

120

orders

250

items sold

\$4,800

collected

110

families

\$40.00

avg order

70%

checkouts done

What sold



Spirit Tee
95 sold



Class Colour Tee
60 sold



Limited Edition Tee
55 sold



Fundraiser Tee
40 sold

Every report breaks down your best sellers, top colours and the youth/adult size mix — so the next run stocks exactly what your families buy

How your families shopped

- Phone vs desktop shopping split
- Which newsletter links drove the most traffic
- Checkouts started vs completed
- Your biggest sales days — so reminders land at the right moment

Planning the next run

1. Data-backed reminder timing for your next campaign
2. Best-seller insights so favourites never sell out
3. Size-mix guidance drawn from real sales
4. A transparent payout statement, every single run

Payout statement

Collected from families	\$4,800.00
Less: sales tax remitted	– \$350.00
Less: card processing fees (actual)	– \$170.00
Less: production & fulfilment	– \$2,880.00

Paid out to your PTA

\$1,400.00