VOUS MERCH SOP v.2025

This document outlines the process of producing and releasing VOUS merch. The goal is to maintain creative excellence, streamlined execution, and a clear system of communication between design, project management, marketing, finance, and operations.

TABLE OF CONTENTS

ROLES & RESPONSIBILITIES 2

PRODUCTION STEPS 3

SELLING (IN-PERSON OR ONLINE) 5

POST-DROP REVIEW 5

PRODUCTION SCHEDULE 5

Product Tiers 6

ROLES & RESPONSIBILITIES

DEPARTMENTS INVOLVED

1. **Creative**
    a. **Creative Director (CD):** Oversees all creative decisions for design, branding, and direction. Inspects Shopify backend for sales launch (product photos, mockups, and descriptions.)
    b. **Project Manager (PM):** Manages timelines, deliverables, approvals, and vendor communication. Responsible for keeping production on track.
    c. **Designer(s):** Conceptualizes and executes product artwork and visual direction.
    d. **Marketing:** Builds launch strategy, social/digital promotion, and coordinates with comms/creative for deliverables.
2. **Finance**: Handles all financial aspects including budget approvals, vendor payments, and financial reporting. Oversees e-commerce fulfillment with vendor(s) and Shopify backend (along with Creative).
3. **Operations**: Manages inventory, product pulls and store operations. Oversees retail fulfillment across Resource Corners at all locations and events.
4. **Environments:** Oversees store design and build.
5. **Guest Relations:** Works with Finance to distribute garments to VOUS friends & family.

CRTV

- Create Designs: Designers
- Sources Garments: Designers & PM
- Front-End Shopify: Marketing
- Timeline: Project Manager
- Comms With Vendors: Project Manager
- Promotion: Marketing & Social Media

FINANCE

- Approves budget / quotes
- Payments
- Sets quantity and retail pricing (with rec from CRTV)
- Back-End Shopify

OPS

- Take inventory
- Manage & run Resource Corner(s) + Personnel involved

ENVIRONMENTS

- In collaboration with CRTV design store display if not at our current location(s)
- Load In/Out Resource Corner displays

PRODUCTION STEPS

1. **Build Out Timeline (CRTV)**
    - Sample timeline
    - PM to reach out to vendor to confirm they can take on our project within the timeline needed

2. **Design Merch (CRTV)**
    - Build Collection
        - Define theme for collection (Design)
        - Design concepts (Design)
        - Select garments (blank or cut/sew) (Design)
            1. Purchase if we don't have the sample (PM)
            2. If cut/sew, purchase two (2) : one for VOUS, the other for the factory
        - Garment Fitting: Have the team and/or Pastor Rich/DC try on the garment(s). Document their notes / selections / preferences (PM)
        - Legal / Approval Checks
            - Any artwork including song lyrics, collabs, or names must be cleared internally.
            - Avoid repurposing licensed assets without permission.

3. **Present Concepts To Leadership (CRTV)**
    - Template
    - Presentation PDF includes:
        - Numbered concepts
        - If needed, we also include:
            1. Blank Details
            2. Garment Reference
        - CD / PM to gather notes and ensure adjustments are made if needed. This process repeats until we have an approved collection.

4. **Create & Manage Production Sheet (CRTV + FINANCE)**
    - Template
    - **CRTV** → The Project Manager will create a Production sheet and help manage it in collaboration with the designers + finance.
        - Product Name
        - Color
        - Garment
        - Blank Cost (from vendor)

- Print details (puff, embroidered, screen printed)
- **FINANCE** → Will run projections and review investment for approval
  - Quantities

5. **Kick-Off Comms With Vendor (CRTV)**
   - PM to send production sheet to the vendor to get print quotes
   - PM to share the quote with CD and Finance for review & approval

6. **Final Merch Collection Approved (FINANCE + LEADERSHIP)**
   - Leadership to approve collection
   - Finance to approve investment
   - Create Master PDF (Design)

7. **Send Files To Print (CRTV)**
   - **Build Tech Packs** (Design)
     - Spec Fitting: Test all spec callouts and photography on actual garment and on a person to compile into a PDF. (Template)
     - Tech Packs Template
   - Tech pack sent via Dropbox Link (PM)
   - Send final production sheet to vendor (PM)
   - Request photos from first prints (PM)

8. **Receive Progress From Vendor (CRTV)**
   - Sample print photos received and sent to CD or leadership (depending on project)
   - Approval / Revision
     - Edit if needed, update techpack
     - CD or Leadership approves
   - Vendor goes into FULL production

9. **Delivery Of Merch (CRTV + OPS)**
   - CRTV hands off to OPS
   - CRTV pulls garments for Pastors
     - Ps Rich: L + XL
     - Ps DC: S

10. **Inventory + Sent To Locations (OPS + FINANCE)**
    - If items are missing after inventory, PM or Finance to let vendor know
    - Ops to oversee location distribution

11. **Resource Corner Team Sets Up New Displays (ENV + OPS)**

SELLING (IN-PERSON OR ONLINE)

- Retail Price: defined by Finance with recommendation from CD

SHOPIFY (CRTV + FINANCE)
Marketing / Creative provides site visuals and assets. Ensure all product photos, mockups, and descriptions are finalized 1 week before drop.

- **POS**
  - Locations: SoMi, City, DD, Miami Gardens
- **Online Store: https://merch.vouschurch.com/**
  - Finance
    - Store Setup (Back-End)
      - Create Product
      - Product Name (usually taken from CRTV)
      - Add Quantities
      - SKUs
      - Tagging
      - Input inventory for locations and warehouse if selling online
  - CRTV
    - Store Setup (Front-End)
      - Product Photo
      - Product Descriptions
      - Homepage Design
      - Collection Organization

POST-DROP REVIEW

Finance and CRTV work together to evaluate drop performance.

- Sell-through % by product
- Bestsellers + slow movers
- Customer feedback (sizing, quality, etc.)
- Restock decision (Yes/No)
- Add notes to master line tracker

PRODUCTION SCHEDULE

Provided by Finance

PRODUCT TIERS

- **Basics**: Affordable, high-volume products (tees, hats, etc.)
- **Premium**: Slightly elevated pieces (crewnecks, zip-ups, embroidered goods)
- **Specialty**: Short runs or exclusive pieces (collabs, artist merch, cut/sew items)

2023 Overview
Seasonal Drops
1 drop per szn
3-5 items per drop
VOUS Kids
1 drop per szn
1-3 items per drop
VOUS Girl
Plan for 3 drops a year
3-5 items per event
VOUS Conference
1 drop per year
10-15 items
VOUS High
3 drops per year
1-2 items
VOUS College
1 drop per year
1-3 items
Team Conf
1 drop per year
3-5 items
VOUS Worship
Align with album release
3-5 items