PROMOTING YOUR POP-UP STORE

WE BUILD THE STORE. YOU BRING THE TEAM.

Your store is built, hosted, and fulfilled by Compound at no cost to you. How many families order comes down to one thing we can't do for you: putting the link in front of every family on your roster, at the right moments. Here's what works, backed by order timing from 83 recent Compound store windows.

1 in 3	2×	6–10 PM	Sun.
ORDERS PLACED IN THE FINAL 3 DAYS	ORDER PACE AT CLOSE VS. AT OPEN	BUSIEST WINDOW — 35% OF ALL ORDERS	BIGGEST ORDERING DAY OF THE WEEK

THE STORE WINDOW, START TO FINISH

Five moments. Hit every one.

MOMENT	DO THIS	WHERE
Before it opens 3–5 DAYS OUT	Tell families the store is coming, what's required, and the close date. Put the close date on the team calendar.	Parent meeting, team app, practice
Opening day DAY 1	Send the link everywhere at once. Pin it. Post the mockups of your gear so families can see what they're buying.	Text, email, team app, social
Midpoint HALFWAY	Ask your rep for an order check-in. Compare it to your roster and personally nudge every family that hasn't ordered yet.	One-to-one texts, practice
Final 72 hours 1 IN 3 ORDERS	Count it down: three days left, one day left, closes tonight. Send in the evening. This is your biggest push.	Every channel, 6–10 PM
After close DELIVERY	Thank families and share the delivery window. When the gear lands, post team photos — that photo sells your next store.	Team app, social

SEND AT 7 PM, NOT 7 AM

More than a third of orders come in between 6 and 10 at night, and Sunday is the biggest day of the week. Parents buy after dinner, not during the workday. Time your reminders for when the card comes out.

THE CLOSE DATE IS THE ENGINE

Order pace in the final stretch runs about double the opening stretch — the deadline is what moves people. Say the close date in every message and hold it. An extension pushes production and delivery back by the same amount.

NINE PLAYS THAT FILL THE CART

Run as many as you can. None of them take more than ten minutes.

01

ONE LINK, EVERYWHERE

Pin it in the team app and group chat, add it to your email signature and bio link. Ask us for a QR code for flyers and the check-in table.

02

SAY WHAT'S REQUIRED

If warmups or a singlet are part of the team kit, label them required in every message. Required pieces get ordered — the extras ride along in the same cart.

03

REACH THE PARENTS

Athletes see the link. Parents hold the card. Send it straight to your parent contact list, not only to the team chat.

04

SHOW THE GEAR

Post the mockups we built for your team. Families buy what they can picture their athlete wearing — a product list alone won't do that.

05

PUT CAPTAINS ON IT

Have team leaders share the link to their own stories. Run a 100% challenge by grade or weight class and call out the groups that hit it.

06

WORK THE ROOM

Announce it at practice, open the store around a parent meeting or home event, and put the QR code where families already stand.

07

CHASE THE ROSTER

At the midpoint, get your order check-in and text the families who haven't ordered. One personal text beats a fifth group blast.

08

SAY WHAT IT FUNDS

If your store includes a fundraising margin, tell families what it pays for — travel, entry fees, new gear. A purpose gets people to order.

09

WIDEN THE CIRCLE

Grandparents, alumni, and fans buy too. Share the link on the school and club pages, not just inside the team.

MESSAGES YOU CAN COPY

Fill in the teal. Send by text, email, or team app.

MESSAGE 01

STORE IS OPEN

The **[Team]** gear store is open. Order here: **[link]**. Required for every athlete: **[items]**. The store closes **[day, date]** at **[time]** — no orders after that.

SEND ON OPENING DAY

MESSAGE 02

HALFWAY REMINDER

Quick reminder: the **[Team]** store closes **[day]**. **[X]** of our **[Y]** athletes have ordered so far. If you haven't, grab your gear here: **[link]**

SEND AT THE MIDPOINT

MESSAGE 03

LAST CALL

Last call. The **[Team]** store closes tonight at **[time]**. Once it closes, there's no way to add an order. Order now: **[link]**

SEND CLOSING DAY, 6–8 PM

JUST ASK. YOUR REP CAN SEND:

- **Your store link** and a QR code
- **A midpoint order check-in** against your roster
- **Mockup images** sized for social
- **A fundraising report** after close