

Friends of The Legacy Trail, Inc.

Logo Merchandise Policy

Logo merchandise is sold to the public and is used to:

- 1) Provide income to help fund programs, projects, campaigns and activities
- 2) Promote and increase awareness of The Legacy Trail to the general public
- 3) Help solicit members and volunteers
- 4) Enhance and help promote special events

Logo Merchandise Sold to Help Fund Programs, Projects, Campaigns and Activities

The **Marketing Committee** is primarily responsible for the Logo Merchandise Program and will assure consistent brand image. Anyone may make a proposal for a new logo merchandise item to the Marketing Committee. The person making the proposal will be responsible for managing the process from design thru ordering in coordination with the Marketing Committee.

- **Initial Orders**: The Marketing Committee will propose type, design, color, sales price, sales methods, types of payment accepted, vendor selection and initial inventory for Board approval.
- **Reorders**: Reorders will be approved by the Marketing Committee for items that are within the Marketing Budget. The Marketing Committee will determine and notify the Board if certain items should not be replenished and be discontinued.
- **Disposal of Discontinued Items**: The Marketing Committee will decide how to dispose of items that have been discontinued and items left over from campaigns or programs. Disposal may include clearance sale, giveaways, incentives/discount with new membership, etc.

The **Merchandise Coordinator** reports to the Marketing Committee and is responsible for ordering, pick-up, storage, shipping/handling, inventory control and notifying the Marketing Committee when there is approximately two months of inventory remaining before it is time to reorder. This will allow time for decisions regarding possible design changes or discontinuing an item.

The **Treasurer** is responsible for procedures regarding cash handling, debit/credit card use, Paypal, sales reporting, sales tax reporting and bank deposits.

Logo Merchandise for Special Events

Logo merchandise specific to a special event may be included in participant fees, used as awards, given to volunteers or sold for income for special events. Examples of special events are Tour de Parks Bike Ride, Opening of Highway 41 Overpass, Opening of Trail Extension, Opening of OJT Visitor Center, Bike Rodeos, etc.

The Organizing Committee of the special event will decide the type, design, color, sales price, sales methods, types of payment accepted, vendor selection and quantity within the event budget approved by the Board. They will also manage ordering, pick-up, storage, shipping/handling and inventory control but will have the option to request any of these functions to be managed by the Merchandise Coordinator.

The Marketing Committee will review and approve logo merchandise items for each special event to help assure consistent brand image. They will also decide how to dispose of items left over from special events.

The Treasurer is responsible for procedures regarding cash handling, debit/credit card use, sales reporting, sales tax reporting and bank deposits.

Approved by the Board of Directors 11/14/2016
Changes Approved July 10, 2017