



American
Foundation
for Suicide
Prevention



How to Create a Custom Shirt for the OOTD Walks

Bonfire is a risk free/cost free way to create personalized shirts for Walk day through the sale of custom apparel. Teams and individuals can create their own shirts with the knowledge that the proceeds will go back to the Walks!

How to create your own shirts:

1) Go to our [Bonfire Event Page](#) and choose "Option 1 - Create Your Own Design"

- You'll be prompted to upload/create a design and select the apparel styles and colors you want to sell
- Don't forget to go to [this link](#) for AFSP logos and branding guidelines!

2) You'll eventually come to Step 4 (the final step) of setting up your campaign where you'll be prompted to add a "Title" and "Short Description".

It's **VERY** important you follow this format when entering both so that we can properly attribute your funds raised to the correct Team and Walk:

- **Title:** TEAM NAME (Example: **Team Hope**)
- **Short Description:** WALK NAME (Example: **UW Whitewater Campus Walk** or **New York City Walk**)

3) Once that's all done, all you have to do is use the campaign URL to promote your fundraiser to family and friends! Simply link your team members/friends/family/network to your campaign page where they can view and buy your products. They can even leave an optional donation on top of their purchase.

If you have questions or concerns, you can reach out directly to Bonfire:

support@bonfire.com