

University of Texas at El Paso Homecoming T-Shirt Campaign

SUCCESS WITH FOLLETT'S CAMPUS DIRECT SALES PROGRAM



The University of Texas at El Paso (UTEP) celebrated the 50th birthday of its mascot with a **commemorative Homecoming t-shirt campaign**. Partnering with Follett, the UTEP Bookstore developed **an affordable, high-quality shirt** to foster campus pride and engage students, staff, and alumni.



Goal

The campaign aimed to create *awareness and excitement around the mascot's milestone anniversary, offer a widely accessible and popular product* that resonated with the entire UTEP community, as well as maximize engagement through timely production and availability.

Solution

Follett's Campus Direct Sales Program played a critical role in the success of the campaign by delivering a seamless experience. The campus store partnered with UTEP's Institutional Advancement team to **finalize the shirt's design and meet tight deadlines**. Follett worked with UTEP to keep the shirt budget friendly, and despite receiving the design late, expedited approvals and production to ensure timely delivery. **The program accommodated an initial order of 470 shirts, followed by two additional orders totaling 880 shirts, ensuring ample stock throughout the campaign.** Follett managed multiple restocks efficiently, ensuring sufficient inventory to meet growing demand from campus departments.



Results

The **campaign exceeded expectations**, delivering outstanding results with over 1,125 shirts sold, generating more than \$20,000 in revenue. Sales significantly outperformed the previous year, with nearly **three times** the number of shirts sold, highlighting strong campus and community engagement.



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“Working with Xochitl is always a pleasure! She is attentive, proactive, and one of my favorite partners. Follett truly made this project affordable and accessible for everyone.”

Mallory Payan

UTEP Institutional Advancement

Impact Highlights

With an initial order of 470 shirts, including a youth version (a standout hit!), and additional orders of 880 shirts added to meet demand, this campaign was an **outstanding success**. Total sales included over 1,125 shirts sold, generating an impressive \$20,000+ in revenue.

This project exemplifies Follett’s ability to provide **tailored, high-quality solutions** that celebrate institutional milestones and strengthen campus engagement.