

*Buying for your official  
student organization*

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MUST BE AN OFFICAL STUDENT  
ORGANIZATION

WORK WITH CAMPUS STUDENT  
INVOLVEMENT OFFICE

ACCESS THE SWAG PORTAL

KNOW YOUR GROUP'S  
ORGANIZATION CODE

CAMPUS SPECIFIC QUICK GUIDES  
OUTLINE HOW-TO

TML APPROVES THE DESIGN, AND  
ROYALTY EXEMPTION IS APPLIED

ORDERS PAID FOR FROM STUDENT  
ORGANIZATION'S ACCOUNT



## Swag for Student Organizations

visit:  
[swag.rutgers.edu](http://swag.rutgers.edu)

email us:  
[trademark@ucm.rutgers.edu](mailto:trademark@ucm.rutgers.edu)

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**RUTGERS**  
University Communications  
and Marketing

*Fundraising for your official  
student organization*

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MERCHANDISE BOUGHT FROM  
SWAG PORTAL CAN BE RESOLD AT  
IN-PERSON EVENTS

*or...*

OPTION TO SETUP A LIMITED TIME  
ON-LINE STORE, FOR NO COST

ON-LINE STORE MUST BE  
OPERATED BY A LICENSED  
VENDOR, ROYALTIES WILL APPLY

STUDENTS SELECT DESIGNS AND  
MERCHANDISE OPTIONS

STUDENTS PROMOTE THE  
FUNDRAISER - STORE URL CAN BE  
SHARED BROADLY

ON-LINE STORE REMOVES  
DISTRIBUTION AND MONEY  
MANAGEMENT FROM STUDENT  
RESPONSIBILITIES

VENDOR PAYS STUDENT ORG  
FUNDRAISING PROCEDES AFTER  
MERCHANDISE IS DELIVERED