THE STORE LAUNCH PLAN

RALLYORDER

From empty closet to first sale. Do the boring steps first; the fun parts follow.

THE MANDATE (GET THESE IN WRITING FIRST)

Where does the money live? (fund + office)	
Advisor of record	
The store's mission (class lab / SBE / fundraiser)	
Principal sign-off date	

THE MONEY RULES (NON-NEGOTIABLE)

- ☐ Every dollar settles to a school-controlled account. No personal accounts, ever.
- ☐ Fixed opening float: $__________ , counted every open.
- ☐ One named drawer owner per shift. Count at every handoff.
- ☐ Deposits on a fixed schedule: __________________

THE SIX-TO-TEN-WEEK MAP

WEEKS 1-2	☐ Mandate memo signed ☐ Finance-office meeting ☐ Model chosen (spirit wear / snacks / coffee)
WEEKS 3-4	☐ Money path set up ☐ Payment mix decided ☐ First PO placed (small: sell through it in 6 weeks)
WEEKS 5-6	☐ Crew hired (roles, not rotations) ☐ Prices set: landed ÷ (1 – margin) ☐ Space built out
WEEKS 7-8	☐ Soft open (one friendly class) ☐ Fix list closed ☐ Loud open
WEEKS 9-10	☐ First Friday numbers huddle ☐ First reorder ☐ Breathe

THE CREW

ROLE	NAME	ROLE	NAME
Store manager		Inventory lead	
CFO / bookkeeper		Marketing lead	

Full playbook: "How to start a school store," on the RallyOrder blog.