



Toolkit for Selling 2020 WVCI Merchandise on Your Organization’s Website

I. Product Overview

The 2020 Women’s Vote Centennial Initiative has two items for sale:

- 2x3 inch pin (packaged with presentation card)
- 2x3 inch magnet (packaged with presentation card)

The pins, magnets, and presentation cards were manufactured in the USA. Both the pin and magnet are the same design, which features the 2020 WVCI torch logo. The logo was designed by an American firm and, please note, is a trademarked logo.

WVCI items appear on the WVCI website at <https://www.2020centennial.org/shop/> From WVCI’s website, buyers will be taken from the WVCI website to the National Women’s History Project website. The NWHP is a WVCI partner and manages the order process.

II. Instructions for organizations that would like to sell the 2020 WVCI pins and/or magnets:

- a) Place this link on your website to send buyers straight to the merchandise:
<https://www.2020centennial.org/shop/>

Or

- b) Sell the two items directly through your own organization. If you choose this option, you may adjust the unit price of the pins/magnets to meet your own fundraising needs. For example, you may decide to sell the magnets for \$5.00 each rather than the \$3.00 WVCI charges per unit. Costs per unit to bulk order are listed below. Shipping is additional and is determined when you place the order according to NWHP terms.

WVCI Discounts for magnets:		WVCI Discounts for pins:	
Quantity	Unit Price	Qty.	Unit Price
1-9	\$3.00	1-9	\$2.50
10-24	\$2.50	10-24	\$2.00
25+	\$2.25	25+	\$1.75
50+	\$1.80	50+	\$1.50
100+	\$1.50	100+	\$1.25



III. If your organization wishes to sell the pins and magnets directly, follow these steps:

- a) Place your bulk order on from the National Women's History Project website. Please note when checking out, for our records, that your group plans to sell the items directly.
- b) Copy the pin/magnet image from <https://www.2020centennial.org/shop/>
- c) Post the items on your website using the same text as appears on nwhp.org (pasted below) for describing the pins and magnets.
- d) Promote the products, WVCI, and the upcoming Centennial on social media platforms using #2020centennial and encourage others to post photos of pins/magnets

Product Description

Display the Torch Where Others Can See It

2020 marks the centennial of the 19th Amendment, which granted American women the right to vote. Thousands of women spoke up, worked and protested to win the vote; they succeeded only after three generations of persistent effort. The 2020 Centennial commemorates this struggle for women's suffrage, a milestone in U.S. democracy, as well as women's continuing quest for equality.

The 2020 torch was designed for the national coalition Women's Vote Centennial Initiative. Their motto is "Toward Equality." The torch embodies the suffrage movement and civil rights movements lighting the way to equality.

Use this pin/magnet to show your support for 2020 and help us spread the word!
2"x3" Made in the USA

Thanks for spreading the word about the 2020 suffrage centennial!