

Store Build Cheat Sheet

The whole store build in eight moves. Work through them in order, 1 through 8. Each card links to a help page or video if you want to dig deeper.

1

Create the Store



Add New, name it, and set the reusable URL, close date and time, organization, contact, and shipping method. [Watch how](#) →

2

Brand the Store



Upload the header and mascot logo, pick a banner plus overlay art, and turn on the countdown clock. [See more](#) →

3

Upload Artwork



Add the design and production files, keep art cropped tight, set decoration colors, and pick which garments it applies to using standard color selection. [See more](#) →

4

Define Processes



Create a job that says where the art goes and how it's decorated, then attach the artwork. [See more](#) →

5

Add Products & Price



Bulk-add styles by number or template, assign the process, and set colors and sizes, inventory threshold, fundraising, and pricing. [Watch how](#) →

6

Check Your Pricing



Most stores set pricing by hand, so review each product's price and margin before you launch. [See more](#) →

7

Organize Categories



Create simple categories, bulk-filter products into them, then order the items within each one. [See more](#) →

8

Preview, Approve & Launch



Send the preview link to your org contact for a thumbs-up, then hit Launch. [See more](#) →

REMEMBER THE GOLDEN CHAIN

Artwork → Process → Product

Art must be uploaded, connected to a process, then the process assigned to products. Skip a link and the design never shows up on the garment.

Get stuck? Email teamchipply@chipply.com | Call 262-202-8129

CHIPPLY GLOSSARY

Group Store — opens for a set window, then closes; the standard team/club fundraiser.

Organization — the school/club the store is built for; search before creating one.

Organization Contact — the org's point person (e.g., coach); triggers launch + reminder emails.

Artwork — the design file only; no decoration method implied.

Process — the "job": where art goes and how it's decorated; builds the work order at close.

Artwork Variation — the same artwork in different colorways, each mapped to its own garment colors.

Countdown Clock — a customer-facing timer, separate from the Settings-page close date, which is your actual hard close.

Inventory Threshold — auto stock floor; hides a color/size below it, restores when restocked.

Fundraising — an optional flat amount or percentage added per item, collected at checkout.

E-Cert — a gift-card-style code: one code, one person, flat dollar off.

Promo Code — a flexible discount (percent or dollar), reusable by many.

Category — a grouping (e.g., Adult, Ladies) to organize the storefront.

Store Preview Link — a live customer-facing link to proof the store before launch.

Print this and keep it by your workstation.