

4imprint customers share how they use promotional products to generate buzz, increase traffic, show appreciation or otherwise make marketing magic.

2<sup>nd</sup>  
Edition

promotional  
products  
**Work**



Not that long ago we published the first edition of 'Promotional Products Work'. Just as in this edition, it was filled with over 100 ways customers who have ordered promotional items from us have put them to work driving growth, raising funds, saying 'thanks', building teams, creating buzz or otherwise building their brands. The idea for the book came as part of my usual ritual of reading what our customers have to say as part of the 'Two-Second Survey' we send after each order. The surveys burst with thoughtful comments and often background on how the products we sell are used. We thought, "wouldn't it be great if there was a way to gather even more of these 'how-to' ideas and share them?"

So, we decided to take the surveys one small (and optional!) step further and ask our customers for 'help'. We asked whether they'd be willing to share how they used the products they ordered as a way of helping others achieve the same success they'd achieve.

And as always, our customers came through.

We really weren't sure what to expect when we put the first edition together, but given that you're reading the introduction to the second edition, you can imagine that means we were thrilled with the results! After thousands of downloads it's obvious that people are hungry for marketing ideas and inspiration.

Thanks to the 4imprint customers who have helped provide just exactly that.

We hope you enjoy 'Promotional Products Work – Second Edition'

Best,

Kevin Lyons-Tarr  
CEO  
4imprint, Inc.

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# [ booth buzz ]

Promotional products might just be the best thing ever when it comes to making sure your booth is the one they visit. Here are some ways to make sure there is a well-worn path right to your booth.



## Angel with WCVB Public Radio

“This table throw was ordered for use at our radio station’s tent at the annual Richmond Folk Festival in October 2011. From the positive response I have received from our staff and volunteers, I know our tent will stand out with this beautiful throw being front and center!”



[#2213](#), Closed-Back Table Throw - 8'

## Dave with Simply Cocoa, LLC

“We ordered imprinted items to give to attendees of our technical conference and they were very well-received. Feedback at the event often referred to the items we gave away and attendees even mentioned these items in blog posts after the conference! We plan to order even more items next time!”

Sarah, with 4imprint 4 years



#101326,  
Big Thunder Tote

## Amanda from Boulder

“We attend a lot of conferences, probably 50 a year, but we often were asked where we worked. As a research institute for a university, we have a lot of projects with cute names but it makes it harder for people to figure out who we are. Now we have our logo prominently displayed on our booths via the table runner (although we use it as a banner sometimes) and now no one asks who we are.”



[#5962](#), Table Runner - 29"

## Sheila with Creative Health Solutions

“When ordering giveaways for job fairs, I always try to find something that will not go in their bag and never be seen again. I look for something that they will maybe set on their desk and use on a daily basis.”



[#110198-12](#), Mood Stadium Cup - 12 oz.

## Jen with Perfect Wedding Guide

“We bought 1,000 totes and 1,000 water bottles and gave them to wedding vendors at the Wedding MBA Tradeshow in Vegas.

Even when people went home, they would see our logo and remember our name. After all... what woman doesn't grab a pink FREE reusable water bottle :)”



[#9990](#), Comfort Grip Sport Bottle



## Cozette with CalPac Advisors

“I used the pens as “paperclips” to hold together a few informational pieces and a business card. It was well-received and coordinated well with the colors in the marketing pieces. We received a very positive response on the practical use of the pen.”



[#9764](#),  
Mardi Gras Pen

## Jill from Arlington Heights

“The theme for our booth was “Putting character in your brand.” We had a caricature artist working in the booth and the bend-a-pen guys were real attention-getters. Many show attendees requested them specifically!”



[#111009](#), Original Bend-A-Pen

## Denise from Silver Spring

“Having our conference logo on the tote bags and giveaways (to put in the tote bags) really increases the credibility of the information we are presenting at the conference, as well as demonstrating to the participants how much we value their attendance.”



[#102125](#), All-in-One Mini Notebook  
[#9925](#), Airy Zip Tote

## Dana with Copeland Insurance Group

“Our expos are targeted to the 65+ crowd. They love the variety of the giveaways we order from 4imprint. They love to come to our booth and see what we have for them! We try to give things to help make their lives easier, like pill boxes, jar openers and chip clips to let them know we are here to help in more ways than one.”



[#39134](#), Jar Opener  
[#6715](#), Super-7  
All Week Pillbox

## Erin from Omaha

“This is a great giveaway for events like job fairs. Attendees can start using it right away—there’s plenty to write down! It’s small enough to throw in your purse or keep in your pocket, yet big enough to write down plenty of information.”



[#108987](#), Basic Memo Book

## Ginan with PMI Dallas Chapter

“For a recent global conference we joined marketing efforts with another chapter. We were looking for a promotional giveaway that would support the display of two logos and be an item that people would keep. We chose the Glide Right Drawstring Sportpack. It gave us a large space to display both logos and was a big hit with conference attendees. Both chapters felt that it was a successful promotion effort, and we put the few remaining bags to good use by using them as prizes for a member drawing.”



[#109569](#), Glide Right Drawstring Sportpack

## Judy from Modesto

“We will place all the conference presentation PowerPoints and tip sheets on the flash drive for the upcoming conference. Having the group logo is an easy way for people to identify what is on the flash drive.”



[#7409](#), Swing USB Drive

## Peyton with The Corcoran College of Art & Design

“The Corcoran College of Art & Design often participates in graduate school fairs across the country. Many of the other schools in attendance at these events offer pens or other knick-knacks to prospective students. Since we are an art school, we decided to be a bit more creative and offer something that art students, art teachers, and artists would actually use—sharpies. It has been a practical and economical choice that makes us stand out from other art schools and programs.”



[#1256](#), Sharpie Marker - Fine Point



## Thomas with Mid-State Tank Company

“We purchased enough lanyards that everyone who registered and attended the trade show used our lanyards for their name badges. Name badges were required to be worn to enter the show. It was awesome seeing so many people wearing our name around their neck!!!”



[#6514](#), Economy Lanyard

## Marc from Nevada

“As an independent chain of pharmacies, it is very difficult to compete with the large national chain stores with traditional marketing means. One of the fundamental objectives with our strategic marketing plan is to go directly to the consumer at a grass roots level. We attend health fairs, home shows, business expos, etc. on a weekly basis. 4imprint has a tremendously broad line of healthcare promotional products that promote and enhance our brand. It is important to select products that people will find useful and utilize on a daily basis. Items that are seasonal or used once and discarded serve no purpose. Our message is “thank you for putting your trust in us” or for “considering doing business with us”. We have found giving someone something truly useful while asking them face to face for their business is much more effective than scripted, rhetorical, and much over used radio spots or television commercials.”



[#9566](#), Lip Balm

## Christina from San Diego

“I purchased the promo materials for the School of Health and Human Services at National University and we were trying to get things that people would actually WANT to use rather than just more “expo” junk that gets thrown away. Since we are a health school we first ordered the hand sanitizer spray and the sunscreen packets because we would be promoting health while also promoting our school. We get a lot of repeat requests for these because people love to keep them in their car or purse for on the go needs. We primarily use these at healthcare events/ expos.”



[#8435](#), Sanitizer Spray

# [ **build your brand** ]

From small business to big business, university to non-profit, the name of the game is to make sure people know who you are and what you're about. Promotional products work when it comes to building your brand.



## Jessica with The Amalgamated Sugar Company LLC

“We will have guests come through the office occasionally and we are always looking for fun giveaways that don’t look cheap. This was a perfect addition to our collection of items!”



[#1097](#), Anodized Carabiner Keyholder

## Austin from Houston

“We sent out the 16 oz. tumbler stuffed with crinkle paper, a packet of Starbucks Instant VIA Iced Coffee and a gym bag—all with our logo. Our constituents are administrators at private schools and so we used a tag line intended to let them know these gifts were to help them unwind after a stressful week at the beginning of the school year.”



[#105869](#),  
Spirit Tumbler

# [ build your brand ]

# #3

## Kelley with World Class Title Agency of Ohio, LLC

“We used our promotional items (golf tees, water bottle, can coozies, and golf towels) for our annual charity golf outing. It was great seeing all of the participants sporting World Class Title!”



[#110437](#), Economy Golf Towel

[#8852](#), Basic Tee Pack

[#111388](#), PolySure Inspire Sport Bottle

## Suzanne with Tuck Chiropractic Clinic

“We knew that we had an event coming up that would feature children. We used the pencils so that the kids could take them back to school. The parents were thankful that we didn’t give candy. Our logo and website print came out great, and it turned out to be a fantastic branding tool. All of the kids in Carroll County use our pencils in school. Thank you to 4imprint for giving a very inexpensive and super useful tool!”



[#318](#), Budgeteer Pencil



# [ build your brand ]

# #5

## Anonymous

“Sent out cell phone holders with our branding on to ‘prep’ our leads that we will be calling them soon with a phone call to discuss how we can help them with our products. Now they know where their phones are when we call!”



Natalie, with 4imprint 6 years



[#7473](#), Cell Phone or Business Card Holder  
- Wide - Translucent

## David from Brunswick

“I am an elected official who runs several offices that deal with the public. We are always replacing pens that are “taken.” It was much less expensive to imprint my office name and contact info on these pens than buying from our local office supply house—plus they are very recognizable!”



[#28833](#), Bic Round Stic Pen

## Donna with Terra Linda High School

“Every year as part of our High School Orientation Package we look to have some free giveaway items. This year we ordered some reusable totes so we could deliver the students’ purchases in them, which made our lives easier and the kids all have these great totes!”



#106858-1220, Bottom Gusset  
Polypropylene Shopper - 12" x 20"

## Jacquelyn from Irvine

“We purchased the lab coat hand sanitizer to give away in our Welcome Packages that are sent to our members who enroll in our services.

We have had RAVE REVIEWS over this pocket-sized hand sanitizer!!”



[#109087-D](#), Slim Hand Sanitizer Spray - Doctor

## Joe with Northstar Rottweiler Club

“These were given as prizes in our annual specialty dog show. We could have easily given them to all participants and all would have been very happy. As it is, the winners were envied by those who weren't quite so lucky. We were even able to auction off the few remaining to help support our event in the future.”



[#105396](#), Roll Up Fleece Blanket

## Stacey with Chick-fil-A Ontario Mills Parkway

“By passing out these balloons it made our guests’ children very happy, which in turn allowed our guests to be happy. The kids always ask to come back to our Ontario Mills Parkway store; they love our balloons.”



[#28901](#), Balloon - 9" Standard Colors

## Millie with Mainstyle Flooring

“We use our pens that are ordered from 4imprint to generate business. We give them to customers as they fill out paperwork and they are able to take them when they leave. I personally give them to waitresses, Dr.'s offices, etc. to get our name and brand out there!”



[#39152](#), Bic Clic Stic Pen

## Anonymous

“We wanted to start a visitor follow up ministry for our church. Our intention is to drop by people’s homes when they visit and gift them with the bottle and other information. We think they will make great gifts and a reminder of where they had worshiped.”



#9990, Comfort Grip Sport Bottle - 27 oz.



## Cindy with Demelia's Quilt Co.

“We do several shows a year and this is a great way for people to remember who we are because not only do the pens have our name and phone number, but it also includes our web address. Since we ship worldwide, I receive return customers from this.”



[#39152](#), BIC Clic Stic Pen

## Karen with Meridian Baptist Church

“I belong to a very special little church. It has been through some good times and bad times. I just wanted to get the word out about our motto, “The perfect church.....for those who aren’t.” It is also one of the ways I like to spread the Gospel. The cups are ordered are like a witness to people.”



[#110198-12](#), Mood Stadium Cup - 12 oz.

## Mark from Monona

“We give away expandable plastic folders for clients when they open a mortgage with us. This folder is branded and can be used as a central repository for all of their financial paperwork, tax info, etc. The response has been incredible. For very minimal cost we have made a huge positive impact on our brand.”



[#105194](#), Color Flap Translucent Document Holder - 8" x 12"

## Larry with Evanko Respiratory, Inc.

“I chose an item that could be used daily, prominently display our company name/phone number and that could be kept on top of someone’s desk in clear view or easily accessible. We were hoping for a two-fold result—one that the individual is reminded of our company on a regular basis, and two that the phone number is handy. I have received very good feedback from some of my customers.”



[#39126](#), Emery Board

## Stacey with True Diesel Performance

“We are a brand new company, only 6 months old and we purchased t-shirts with our logo.

We run an automotive repair and performance upgrade shop. We do a lot of truck pulls. Our t-shirts are everywhere and people are seeing what we turn out in performance upgrades and our business is BOOMING! THANK YOU, 4imprint, for everything!”



See, with 4imprint 1 year and Josh, with 4imprint 7 years

[#6729](#), Hanes Tagless 6.1 oz. T-Shirt

## Jim with Construction Law Services

“Whenever I make a speech to a law group, engineering, architecture or construction business organization, I take the computer and video equipment in packed bags marked with the company logo. My shirt has the company name embroidered on it. The pens put out with notepads for the audience have our contact information on the barrels. This makes it easy for all in attendance to remember us and have a “take away” with the number to call when they need our services.”



[#6012](#), 4imprint Business Attache

[#109148](#), Cubano Pen

## Kathleen with National Logistics Services

“We keep a cup of pens on the counter and drivers take them and wind up leaving them everywhere! The miser part of me is pulling out my hair, but the marketing part of me couldn't be happier!”



[#6551](#), Javelin Pen

## Danielle with Music By Danielle

“I am a Mobile DJ and was chosen as the Member of the Month for my local bank. I was able to have my business showcased in the main lobby for 30 days! I had that area FILLED with 4imprint stuff! Water bottles, pens, nail files, golf tees and calendars!! I was informed that in the few years that they have been doing this highlight of a local business that MY business created the most buzz and was the most loved display! I KNOW that it had everything to do with the amazing items that I got from 4imprint since most people just put up a sign and leave their business cards. Your prices and deal of the day (which I am addicted to!) have helped me to really build my brand! I have ordered many items so far in the short few months since I found 4imprint and they really help me have a great presence, and the prices make it easy for me to give the items away! I am sure all the bank employees thank you as well since they all have my water bottles on their desk!”



[#108639](#), Translucent Writer  
[#9990](#), Comfort Grip Sport Bottle



## Robert with Sanborn Orthodontics

“Used as prizes for our patients in our orthodontic office. They redeem our tokens for a spin on our prize wheel, loaded with branded giveaways and gift cards!!!”



[#110198-12](#), Mood Stadium Cup - 12 oz.

## Shawn from Seattle

“I purchased some baseball caps and drawstring tote bags to use for a corporate baseball game event as customer giveaways. The customers loved the design and quality of the gifts and were very impressed with the overall impression.”



[#111191](#), Curved Sportpack

[#110817](#), Game Cap

## Teresa with Avallone Media

“Avallone Media hosts international think tanks. We are always on the lookout for unusually cool executive gifts for our attendees. We do room gifts, pillow gifts at night and then gifts for each meal. Swag is a very important part of success. People love gifts apparently and it’s the thing that gets talked about year after year. 4imprint helped us achieve our objectives with gifts that we can personalize with our think tank names and logos. This time around, we ordered the bathrobes in black since we had mostly male attendees. We put our conference name on it, Project Bar-B-Q, and the guys went berserk! After sixteen years I think this was the most entertaining gift we’ve given (besides yodelling pickles one year.) Our attendees came to breakfast in them, to happy hour wearing them, showed up at morning sessions with them on. They loved them! I know they will remember the weekend for many years to come as the robes hang in their bathroom to remind them daily of their time in Texas.”



[#112481](#), Super Plush Microfleece Robe

## Susan with Ed's Garage Doors

“We service garage doors and we sometimes need to leave items for the customer. Instead of just laying their remote or other items down somewhere for them to find, we use the plastic bags we ordered that have all our contact information on them. It is a professional and convenient way to service our customers.”



[#16043](#), Convention Bag

## Anonymous

“We used the pencils to create small giveaways to pass out to bystanders during a local parade. We attached a small tag with candy taped to the pencil and handed them out to kids and people along the parade route. It was a great way to give people a reminder about our church.”



[#106775](#), Fashion Buy Write Pencil

## Mary Beth from Houston

“Our organization has become the “pink pens I love” practice in the greater Houston area! We see them everywhere and love hearing how someone finds our website and then chooses a physician from our mini-billboard pen. Our pens have become our promotional trademark!”

Debbie, with 4imprint 10 years



[#6551](#), Javelin Pen

## Anonymous

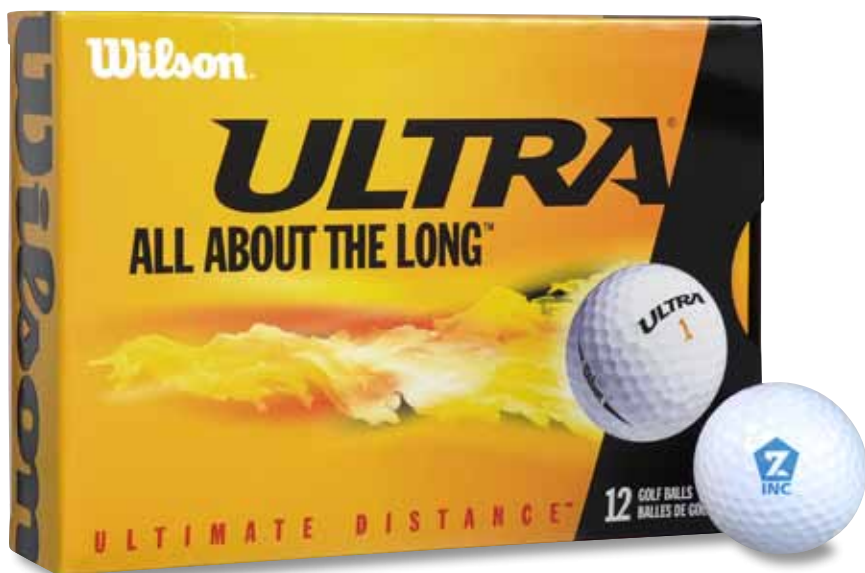
“We use these bags to promote our school on an international level. The bags are a nice reminder that potential students have met us, while also serving as a billboard advertising our school.”



[#9925](#), Airy Zip Tote

## Vanessa with Trinisys

“We used the Trinisys logo golf balls and tees to give away at the Nashville Technology Council Golf Tournament. Giving away logo'd balls & tees really helps us ease into a nice conversation with our potential clients. Being at a golf tournament, who wouldn't love an extra ball or tee? Plus when they hit well, it helps our advertising placement around the course :) Thanks for trusted help!”



[#17008ST](#), Wilson Ultra Ultimate Distance Golf Ball - Standard Ship



## Anonymous

“I wanted to get the name of a new store out there and create some ‘free’ marketing. I bought 500 pens (which look perfect) and we hand them out to people we know, leave them at other businesses and put them at the store counter. I have learned before that pens offer the highest number of views by potential customers for your money because they circulate so much. I have no doubt that someone who has never heard of the store will end up with one of those in their hands and hopefully the beautiful logo for The Village Attic will bring them in for their first visit.”



[#6551](#), Javelin Pen

## Georgeann with Pet Butler

“We used the flyers as giveaways at a dog walk event and other events. We also leave them at customers’ homes when the dogs are out to play. Sometimes we may leave one in a neighbor’s yard too. Gets the word out about our business in a fun way.”

Sara, with 4imprint  
10 years



[#102742](#), Dog Safe 9" Flyer



# [raising money for your cause]

Whether it's a non profit,  
school store or fundraising,  
if you need money for the mission,  
promotional products work.



## Janae from Dora

“The Band Boosters sell these at our Jacket Pride Spirit table at our high school. The price was great; we were able to sell them at the same price as ones that had been ordered several years ago and still make a profit. Everyone loves the shape. The artwork department is always quick to respond with a proof and takes care of any changes quickly. It’s very simple to upload your design.”



[#5137-HL](#), Hand Fan - Football Helmet

## MeLissa from Sherman

“We are a nonprofit group that purchases pencils with our logo to be sold for a low price. The logo on the item raises awareness of our organization. We like for the item to be practical and useful to the person who will purchase them. Have been happy with quick shipping and ease of ordering.”



[#7249](#), Mood Pencil

## Sara with PAWS of Michigan

“I volunteer for the nonprofit animal rescue group PAWS of Michigan and, as part of our fundraising efforts, we sell PAWS merchandise and donated crafts. We recently sold out of the zippered tote we had so we needed a new one and, thanks to the great designs available, we’ve been doing really well with it! Separately, I thought that having a customized reusable shopping bag would be a cool way to promote our cause. Despite lower than expected sales, I’m getting a lot of response personally when I bring it out at stores so it is all working out.”



[#7751](#), Indispensable Everyday Tote

## Molly with MOZO Shoes

“We imprinted our bags with our logo to be used at a fundraising event. Our bags were used to package the books that were bought during that day. It was a great way to get our logo connected to the event and the cause we were supporting.”



[#112328](#), Soft Bridge  
Handle Plastic Bag

## **Carol** with American Legion Auxiliary, Department of Ohio

“Selling them for our Poppy program through the American Legion Auxiliary, we raise money to help Veterans participate in the Veterans Creative Arts Festival through the Veterans Administration. This is important because it is an avenue of not only artistic ability, but also a positive release of sometimes negative emotions from injuries suffered from the service to our country.”



[#106860](#), Signature Cotton  
Zippered Tote



## Barbara with Hanover Township

“As an incentive for sponsorship, the sponsors at our Just for the Health of It Health and Wellness Expo received t-shirts with their company name on the back. We debated spending the extra money for two sided, but it was worth it. Staff and volunteers also wore the t-shirts at the event.”



Amber, with  
4imprint 5 years

[#6729](#), Hanes Tagless  
6.1 oz. T-Shirt

## Helen with Nolachuckey PTO

“Our PTO held a golf outing for our school. We were raising money to buy new books. The water bottle was put in each participant’s goody bag and we will then sell the remaining bottles to the students.”



[#10510](#), Sport Bottle with Push Pull Cap

## LeeAnn from Mayfield

“We purchased the jersey bag and are selling them to raise money for our youth services center. Since we just recently started selling them, we have not yet reached our objectives, but I strongly feel we will. They are a big success. Everyone who sees them wants one! They are a great addition to our school’s “fan gear!” I haven’t decided what we’ll try next!”



[#110245](#), Our Team Jersey MVP Tote

## Jackie with Leopold Elementary School

“My daughter’s school holds a 1-mile Fun Run for kids and a 5K community run to raise money for the school. We ordered the cow bells and key tags as incentives to give to kids when they raise various dollar amounts. The cow bells were great because the kids (and parents) could ring them at the finish line!”



[#101508](#), Paw Shaped Key Tag  
[#110930](#), Ding Dong Cowbell

## Anonymous

“We had “Brown Bag Sunday” to fill our Food Pantry at church. People were given a bag one week and asked to return it with food for our food pantry. Huge success—room was too small to hold all that was donated!”



[#1660](#), Kraft Paper Brown Eco Shopping Bag

# [ for your cause ]

# #11

## Trisha from Liberty High School

“We sold the Spirit Cups at our first home basketball game as a fundraiser for the Children’s Hospital. The cups were a huge success and we had to place a second order to fill all the purchases. This is an item that both students and parents loved!”



#105869,  
Spirit Tumbler

## Lisa with One World Montessori School

“Our city just instituted a ban on plastic bags at merchants. We decided to offer these shopping bags as a fundraiser for our school. Our parents love them! It was a great way to support both the environment, which is one of the guiding principles of our school community, and to show school pride as well.”



[#106836](#), Value Grocery Tote

## Anonymous

“We are sponsoring a benefit for a Hubbard Care Center “family member” who has cancer. We really wanted to design and sell t-shirts but all of the companies that we looked at were so expensive that we thought that our idea was not going to work. Then, we checked out 4imprint and the price was right. The shirts turned out wonderfully and we sold all that we ordered. All proceeds went to the person who we are having the benefit for. In addition, 4imprint donated five plain youth sized shirts for her children to decorate to wear the day of the benefit. We are very grateful for this.”



John, with  
4imprint 3 years

[#6729](#), Hanes Tagless 6.1 oz. T-Shirt



## September from Fargo

“We placed the order on March 9. We received the order of mugs on March 13. We shipped them to Hettinger, ND, for the March 18 event, and they received the mugs on March 15! The mugs were used as a ‘soup’ mug for a traveling exhibit from the Smithsonian Institute called “Key Ingredients: America by Food.” In order to fund this exhibit, a committee from the Dakota Buttes Museum in Hettinger, ND, had organized a community event called “Soup Wars” and the mugs were used for the beef barley soup. An individual from the team stated that the event was a success and they had a lot of fun. ”



[#106103](#), Metro Mug

# [ saying thank you ]

Whether it's for saying thank you to volunteers, to applaud hard workers for a job well done or for recognizing an anniversary, here are some creative ways to say "thanks."



## Jillian with The Tulle Shed

“The pens make a great thank-you gift. They act as a little reminder for my customers to place another order if they are in need of more products.”



[#9764](#), Mardi Gras Pen

# [ saying thank you ]

#2

## Anonymous

“Volunteers who help with our local county fair received a tote. Also judges who come to judge competitive entries in domestic arts building and junior exhibits building received a tote. Everyone loved them.”



[#108586](#), Nova Tote

# [ saying thank you ]

#3

## Danita with Foster Grandparent Program

“Each year the volunteers are rewarded for their service with a recognition event that includes fun, food, door prizes and entertainment. In addition, each volunteer is presented with a gift from the program that says “Thank you for your service” ”



[#103293](#), Business Messenger Bag

## Anonymous

“The clips will be part of a thank-you gift to our donors who will be attending an awards dinner in October. The table cloth for the Friends of PPLD is to advertise the Friends organization, and in turn helps with donations to the library.”



Jennifer, with 4imprint 6 years

[#2213](#), Closed-Back Table Throw  
[#2245](#), Power Clip

# [ saying thank you ]

# #5

## Debra with Wasilla Veterans Center

“We gave bags, hats, pens, and assorted other items we purchased from 4imprint to this great nation’s Veterans. We just wanted to say Thank You to them and their families and to let them know we, the Veterans Center, is here to help them now that they are home.”



[#108076](#), Blue Generation Polar Fleece Vest

[#8136](#), Awareness Ribbon with Pin

[#104823](#), Color Touch Stainless Tumbler

## Eunice with DARS

“DARS fiscal year is from September-August. DARS celebrates the end of a successful FY by having an end of year celebration. The gifts are used to show our appreciation to the staff for their hard work during the previous FY. We strive to choose gifts the staff will enjoy and use. We’ve gotten away from the pen sets, paperweights etc. We don’t need anymore dust catchers:-) which is why we decided on the outdoor blanket, the rolling can cooler and the beach umbrella. The staff LOVED their gifts! We’ll have to top this next year!”



[#8689](#), 18-Can Rolling Cooler

[#105548](#), Outdoor Blanket



## Anonymous

“We hold a volunteer appreciation banquet each Fall for our 360+ volunteers, station coordinators, and funders. Each volunteer received a calendar that they can use to track their volunteer hours that they turn in each month. The quality was great and fairly quick turn around time.”



Jesse, with 4imprint 1 year

[#81022](#), Monthly Pocket Planner

## Dana from Albuquerque

“We very much appreciate our associates and how they help our company succeed. At Thanksgiving we wanted to give frozen turkeys to everyone. As an added gift, we packaged them in a really nice insulated zipper-closure reusable tote bag. Our employees loved them, and I personally use mine all the time!”



[#109807](#), Value Insulated Grocery Tote

# [ saying thank you ]

#9

## Anonymous

“Each year we have Patient Account Management Week. This is a special time to recognize all the behind the scenes work that goes into making our patients feel good about the interactions they have with us. Our team gets a treat of some kind every day of the week and a Grand Finale treat on Friday. This year we catered lunch and presented the One Team One Goal cups we purchased from 4imprint! Everyone loved them and use these everyday.”



[#105869](#), Spirit Tumbler

# [ saying thank you ]

# #10

## Janet with A Small Miracle, Inc.

“We are filling the coffee mugs with chocolate candy and a Christmas flyer and giving them to each of our employees this year. With over 700 folks to take care of, this is a very cost-effective way to let them know how much we appreciate them.”



[#87777](#), Budget-Beater  
White Mug - 11 oz.

## Jane from Walnut Creek

“We ordered aprons to give to our customers as Christmas gifts. We accompanied them with recipe cards that we created. The idea was that four yearbook reps each donate five recipes that take 20 minutes or less. Our custom-printed aprons said, “Stressed spelled backwards is Desserts.” We had cute little figures on the apron representing the four of us with a tag line that said, “I’d rather be cooking than yearbooking.” Our customers (all teachers who advise the school yearbook) LOVED the aprons and recipe cards.”



[#2931](#), Rustica Bib Apron

# [ saying thank you ]

# #12

## Michele with Hunter Elementary

“We rewarded our staff with an ice scraper with the message “There’s snowbody like you.” They laughed and jokingly stated now we can’t stay out of work for snow days!”



#100623,  
Ice Scraper

## Linda with Severt Trucking, Inc

“Driver safety bonus, thank you and annual party for employees. We gave away the tote bag with a few goodies inside. We talked to our vendors and they also contributed to the tote bag. It was a huge success and the staff raved at the items they received.”



[#6258](#), Two-Tone Tote Bag

# [ saying thank you ]

# #14

## Holly from New York

“The logo hoodies were a holiday gift for our company. They were a great representation of the company and everyone enjoyed a cozy hoodie as the temperatures started dropping here.”



[#100720](#), Gildan 50/50 Hooded Sweatshirt



## Anonymous

“We give out baby bags to all our new moms to thank them for entrusting us with the care of their infant. The sport bag is great. The pocket in front can hold a baby bottle and they are easy to carry. Moms love them.”



[#110267](#),  
Side Pocket  
Sportpack

# [ spreading the word ]

Whether it's public safety or a simple community reminder, here are a few ideas to help spread the word about your special campaign.



## Jeff with Plains Township Recycling

“We used your items to promote our recycling program. Being able to give away items that are made from recycled material gets peoples’ interest.”



[#1034-REC](#), Recycling Coloring Book

[#39152-ECO](#), Bic Clic Stic Ecolutions Ballpoint Pen

## Krista with National PTA

“These items were put on backpacks that were given away at back-to-school programs to link the gift to urban development areas with the National PTA and Urban Engagement Family Initiative program we have.”



[#109188](#), Rectangle POLYspectrum Bag Tag

## Anonymous

“We used these bags to make “packets” of information for kids to get them interested in engineering. We filled the bags with things like pencils, flyers, snacks, mini water bottles, erasers, rulers, etc.”



[#16043](#), Convention Bag

## Gene with Des Plaines Park District

“As a Park District, we have limited funds for promotional items and are always balancing using tax-payer dollars against good PR. Being able to provide a high quality, well-printed item at a reasonable price makes our staff feel good and gets great response from the public.”



[#28828](#), Sport Flyer 9"

## Anonymous

“We occasionally use promotional items to get the word out about our nonprofit and what programs we provide to the community. We attend several expos and conferences throughout the year, and the magnetic clips are always a big hit with the crowds and gives us a chance to talk with people about what we offer.”



[#2245](#), Power Clip

## Cynthia with S2M2: Science, Service, Medicine, & Mentoring

“I run a summer biomedical science program for high school students to get them interested in medicine—the goal is to eliminate health disparities by getting students from all backgrounds to consider becoming doctors. We have them carry their syllabus in these bags while they are walking on campus or in the hospitals, which gives us unit cohesiveness and makes a lot of people ask about the program. We also have the students do the Navy’s physical fitness test in the T-shirts or have them wear them on field trips to keep them together. So far we have expanded from Bethesda, Maryland, to 4 other sites in Maryland, Philadelphia, Chicago, and Los Angeles. We have promoted Medicine as the M in STEM (Science, Technology, Engineering, & Mathematics) since Math transcends all of the other subjects—it’s redundant!! Since 2004, we’ve helped over 500 high school students investigate careers in science and medicine in a life-changing medical immersion program at NO COST to them.”



[#112339](#), Bravo Messenger



## Melissa with Mat-Su Borough School District

“Every year, our school district has an employee-wide in-service to kick off the school year in style. Each school/department is responsible for creating a 30-second “commercial” representing that group. Business Services ordered umbrellas to promote our concept this year: “Business Services: We’ve Got You Covered!” In the future, we will give the umbrellas away as promotional items. We had a lot of great feedback about our presentation!”



[#103102](#), Barrister Auto Opening Folding Umbrella

## Elizabeth from Enterprise

“They were handed out to local students at football games to promote our Wednesday night teen service (X-Change). The added bonus was that we got to advertise our local high school’s football schedule & the University of Alabama & Auburn University’s football schedules.”



[#111306](#), Billboard Magnet

## Dorothy with Luminaud, Inc.

“We attend small meetings where your 150 minimum order works out perfectly. We are a small company and the bag is a contribution to the meeting that is affordable for us, whereas the meal sponsorships are not. Also, people have no lasting reminders of what company provided the meals, while your bags (which include our logo) are something they can keep and use in the future.”



[#1972](#), Cotton Sheeting Colored Economy Tote

## Anonymous

“We purchased cups with our name for when we serve meals. Our goal is to just get our name in front of the people that rent our facilities. Several people in the groups have never been here and don't realize what we have. When they take the cups back to their homes, workplaces, churches, etc. they can then talk about the camp.”



[#105871](#), Stadium Cup

## Anonymous

“We want our employees to drink filtered water, not bottled water. We wanted to provide cups that had our logo and would function both as a means for them to avoid using so many plastic bottles and a means of advertising.”

Becki, with 4imprint 3 years



#105869,  
Spirit Tumbler

## Anonymous

“We partner with teachers, parents and community members. We like to give our partners items that they like, that they will use and that will contribute to a healthier environment. Teachers use the bags to shop for healthy snacks for their students and to bring books and lessons back and forth to school. Parents use them for grocery shopping and our volunteers and staff use them for shopping at grocery stores and farmers’ markets.”



[#1105](#), Cotton Sheeting  
Natural Economy Tote

## Kendra from Trenton

“As a college, we are constantly trying to find new ways to get information into our students’ hands. Our pens continue to walk away with the students, so we included external websites that guide students to areas where their questions can be answered even after our office is closed. The best part is that it has worked! Students are now walking away with not only my contact info, but also information that will help them when our office is not open.”



Stacey, with 4imprint 1 year

[#6551](#), Javelin Pen

## Laura from Norcross

“Working with a lower income at-risk population, we decided a great way to teach and promote healthy eating was through demonstrations showing how to pack healthy lunches. We then gave them a lunch bag to encourage the development of those habits. This is one of many tools that we are using - including water bottles, frisbees, pedometers, etc. - all imprinted by 4imprint! Thank you!”



[#102219](#), Personal Lunch Bag



## Rob with Brodhead Watershed Association

“We are a non-profit trying to create a greater awareness of our name and mission within the community. The recycled manufacturing and its ability to be used everyday make this an excellent product to promote our conservation organization. It has been a big hit with our constituents.”



[#7287-R](#), Insulated Auto Tumbler -  
16 oz. - Recycled

## Jim with Senior Helpers

“The annual Oktoberfest in Sun City Grand is attended by as many as 8,000 people, most of whom are retirees. The jar openers I ordered were shaped like a house, which is integral to our Senior Helpers logo. They also provided an excellent brand recognition tie-in. Just as important was the utility they provided to a group of people that often has difficulty opening jars. This is the fourth time I ordered these and they truly go fast!”



[#39134](#),  
Jar Opener - House

## Rich from Bourbonnais

“We used this mug as a gift for our guests at our wedding. My wife made a drawing of our names and the wedding date that we scanned and the staff at 4imprint placed it on the mug. It looked great and was a huge hit!!!”



[#105256](#), Aztec Flare Mug

## Anonymous

“We used it as part of a mini-home disaster preparedness kit. We included the crank flashlight that we ordered from you, a collapsible 5 gal. water jug, mini first aid kit, instructions on how to prepare your family for emergencies, etc. I think we really got people interested in protecting themselves. We work in a healthcare facility with written disaster plans, back up, etc. When they are here, they don’t need to be as concerned in a disaster. Home is a different story. We had lots of positive feedback from our team members. Some of them assigned their children to put together the family disaster packs, fill out emergency contact cards, etc.”



[#107774](#), Dynamo Crank Flashlight

## Anonymous

“We were hosting a state-wide conference in our local town. As a new chapter, we wanted to let everyone know who we were, how to contact us, and when our meetings were. The magnet is a perfect choice and it will be given to others who may need to know the information. We have enough to give out at other local events as well.”



[#28804](#), Business Card Magnet

## Anonymous

“A local middle and high school are trying to get the students and staff to think about health and wellness. The shirts are used as a visual cue to encourage the discussion and thought of this change.”

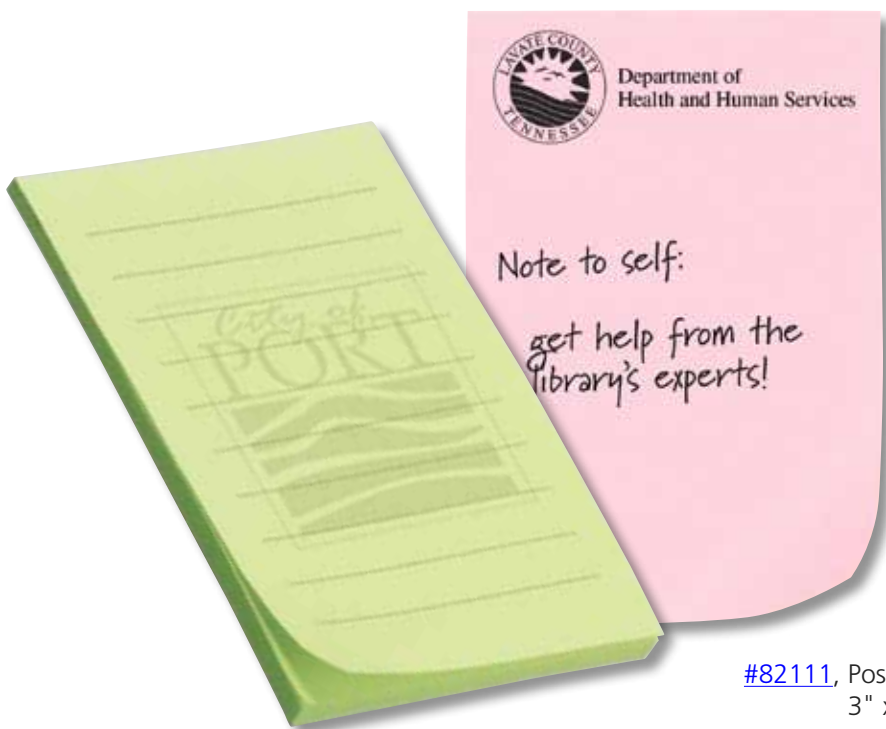
Meghan, with 4imprint 6 years



[#107249](#), Adult 5.2 oz.  
Cotton T-Shirt

## Joanne with Rice Library, Univ. of Southern Indiana

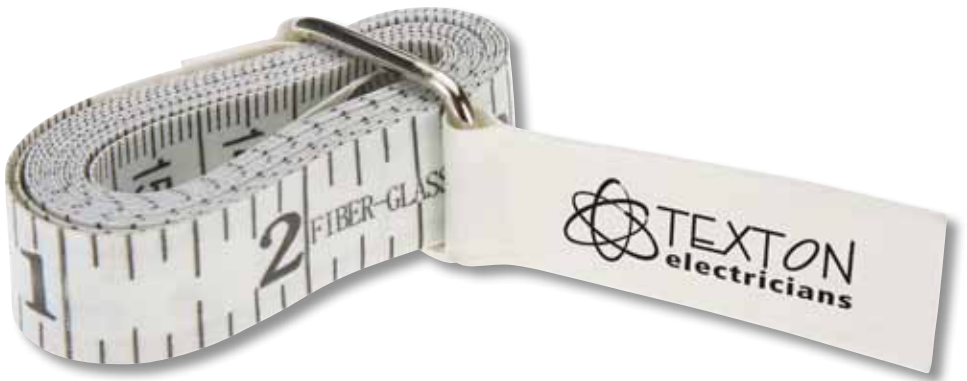
“All of the items we’ve gotten in recent years (highlighters, Post-its, keychains w/ card holders) have been given out at college student events to bring attention to the library, its staff, and services. The most recent Post-it message included “Note to self: get help from the library’s experts!” ”



[#82111](#), Post-it Notes  
3" x 2" - 25 Sheet

## Melinda from Corpus Christi

“Our company is trying to make our insured more aware of their waist size and not just their weight. This is a health push right before the holidays so they are mindful that over-indulgence can lead to unhealthiness.”



[#105009](#), Logo Tape Measure



## Anonymous

“I run an SAT Prep Course. I had bags printed with our logo to put each student’s Prep book, highlighter and sticky notes in to give them on their first class day. I ordered the bags in the school colors and the kids loved them. Now, when they carry their supplies, other students see the logo and ask about the course. I anticipate increased enrollment next year as a result.”



[#103873](#), Value  
Polypropylene  
Tote

## Anonymous

“Our library changed hours and we wanted to make sure patrons were aware of the change. We had 500 magnets printed with the picture of our library and our new hours. They were all gone in a few days and we have to re-order more.”



[#28804](#), Business Card Magnet

## Radcliffe from East Longmeadow

“I have two young sons, Radcliffe and Arthur, and they both have Autism and they are nonverbal. We have our own nonprofit, “Radcliffe is the Reason and Arthur Too! Fight For Autism”. We run a huge golf tournament here in MA. We use your products every time to generate funds to fight Autism and also to raise awareness of the effects Autism can have.”



[#105258](#), Deluxe Round Cooler Bag

# [ team unity ]

Whether you're looking to outfit your team for a consistent look, trying to build morale, or you want to create 'walking billboards,' promotional products get the job done.



## Joanna with Oak Plantation Resort

“We used the Oak Plantation t-shirts as part of the Housekeeping Team’s weekend uniform. Before handing them out to the employees, I tie dyed the white T-shirts with beautiful bright colors. Although the same colors and design was used on every T-shirt, each one is unique.

The shirts were a hit with the employees and our guests like seeing them too!”



[#6729](#), Hanes Tagless  
6.1 oz. T-Shirt

## Anonymous

“All students in our Program were given thumb drives with the Program logo. In addition, students attending academic conferences are given polo shirts with our Program logo. Having these items (and we intend to order more personalized products in the future) really helps our students to feel a sense of pride and solidarity. We look forward to doing more business with 4imprint in the future!”



[#104685](#), Silverback USB Drive

## Ashley with Ed Financial Services

“We use these bags as “swag” for our new hire classes. They hold everything we need to give the new hires and hang on the backs of their chairs to greet them when they enter the room. They help start the day on a positive note!”



[#110032](#), Diamond Drawstring Sportpack

## DEBRA from Fayette

“We used the shirts to promote teamwork. When someone goes above and beyond their job description, another employee suggested they receive a shirt. Now it is a contest to see if someone can get a shirt.”



[#4899](#), Champion Tagless T-Shirt



## Anita with Kinesiology & Health Department

“During our faculty orientation, we give away a gift each year. Last year we gave the red cup2go and everyone agreed that it is in fashion to carry their own cup, reducing the impact on our environment. This year, our goal was to motivate the faculty in times of budget cuts. So for a rainy day, we just need to have a plan and be ready for stormy weather. The umbrella was the perfect tool to promote this.”



[#4724](#), Golf Umbrella with Pistol Grip Handle

## Jason with Most Valuable Plumber

“We changed the type of work we do from remodeling to service. We wanted to look presentable at each service call and do something to give our company a boost. These shirts look great, and make the company look better as well.”



[#1216](#), Gildan Cotton Jersey Sport Shirt

## Kevin P with Naples Allergy Center

“Having uniforms that look professional and appealing are motivational. Employees identify each other as a team, and it makes it easier to get ready for work each day. You already know what to wear. I will be ordering scrubs and lab coats too.”



Josh, with 4imprint 7 years;  
Deb, with 4imprint 15 years

[#8826](#),  
Blue Generation  
SS Poplin Shirt

## Sarah from Reading

“We first ordered the Metro bag for holding members’ music. It was a great choice because it also has a pocket for car keys and room for a water bottle so people didn’t have to bring as many belongings into the rehearsal space. The music is much better protected now. We look more professional showing up with our totes than paper folders.”



[#104645](#), Metro Document Bag

## Christine with GS Troop 532

“For group outing with my girl scout troop. Not all the girls have vests so I ordered enough not just for the girls but for the participating moms as well. It adds to a sense of unity and the girls without vests don't feel left out.”

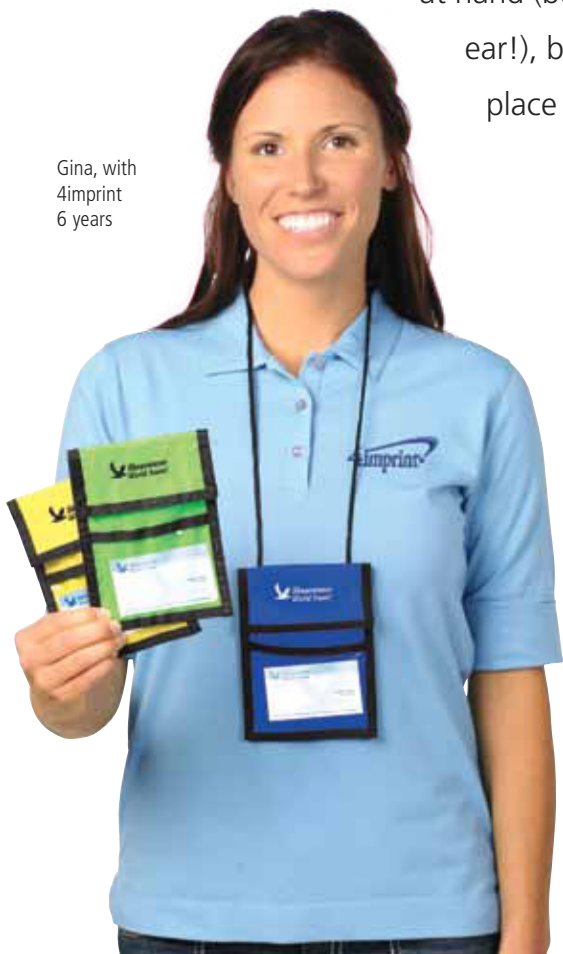


[#6729-FC-W](#), Hanes Tagless  
6.1 oz. T-Shirt

## Anonymous

“Our AWANA club has about 50 volunteer leaders who help kids learn Scripture during a weekly clubtime. It is a busy night and these neck wallets will help those leaders have what they need right at hand (better than my trick of behind the ear!), be recognizable to parents, and have a place to display conference pins, etc.”

Gina, with  
4imprint  
6 years



[#5245](#), Neck Wallet

## Theresa from Staten Island

“Football team had a rough year with our field under construction. The boys had to travel every day to another location with equipment to practice and it really took its toll on them. At the end of the season we presented the boys with caps with the football logo on it, and they loved them. We just wanted them to know that we appreciate them and we support them.”



[#6051](#), Knit Beanie

## Tracy with River Place Towers

“We got embroidered vests for all the office staff. Makes us look professional and keeps us warm! Also has our logo on it, so it shows people that walk in that whoever has one on works here and is ready and willing to help!”



[#100749](#), Katahdin Tek Fleece Vest



## Anonymous

“We used these as the team shirt for a men’s weekend retreat. They loved it! The purple was a perfect shade and we had a follow up meeting two weeks after the retreat and most of the men were wearing them! We have had people begging to get them and we are even seeing the men wearing them at church!”



[#111596](#), Blue Generation Raglan Sport Polo

## Joe with PortMedia

“We’re a local cable access TV station. The hats are to give to members that volunteer to be part of a production crew. For our inaugural “hat” production, we gave hats to everyone on the crew, which added to the professional look of the production. The added benefit was that it kept the rain off our heads, as it rained during the whole production!”



[#103288](#), Washed Cap

## Kim from DeKalb

“We needed matching shirts for our co-ed sales team. We decided to order a color we wouldn’t normally use and we wanted to “think outside the box.” The payoff was excellent: everyone loved the dri-fit shirts (especially in Las Vegas) and we received numerous compliments from booth visitors.”



[#112084-L](#), Tipped Color Block  
Wicking Polo

## Anonymous

“We ordered hats to be given to employees who earn an award for teamwork. The hat is cool enough to not look like a uniform piece but just uniform enough to keep everyone feeling like a team!”



[#8528](#), Wave Cap

## Kim from Holdrege

“Our service excellence team had a “building theme” party and distributed the “tools” to all employees and attached them with a note card that said, “As we build for excellence we encourage you to use all of your tools for success,” and then listed the service excellence tools taught to them throughout the past year. We also let them “build” brownie sundaes! They loved the gifts and the treats.”



[#101306](#), LED Multi-Tool 8

## Anonymous

“The items were used as part of our Employee Recognition Program to improve and promote company morale. Not only do employees receive 8 hours of leave, but they also receive an item, in this case a stainless steel coffee mug and miniature tool kit, as a token of our appreciation for their hard work. Both items come in handy in this working environment and employees were very impressed with the quality of the gifts!”



[#8837](#), Stainless Steel Travel Mug

# [ the carrot ]

Increase participation, improve registration rates and maybe even generate additional revenue. If you're looking for that 'carrot,' look for promotional products.



## Snehal with Center for Watershed Protection, Inc.

“We ordered the recycled jotter and pen to serve as member premiums or a thank you for signing up to our professional membership program. Since we are a small environmental non-profit, being green within a tight budget is always a challenge. These items satisfied our budget and need perfectly!”



[#103614](#), EcoMax Recycled Pen



## Jenna from Lawrence

“We used the bag as an incentive for early sign-up for our international student orientation. Students that signed up before a specific deadline were given the bag when they arrived to orientation.”



[#5401](#), Sport Nylon Drawstring Backpack

## **Kathy** with Twin Rivers Unified School District

“Our school district hosts a Welcome and Wellness Fest every year for our employees. The lunch cooler was used as an attendance incentive and given to the first 300 to arrive. We were amazed at how popular the lunch coolers were and how fast they were claimed.”



[#100111](#), Icy Bright Vertical Cooler

## Anonymous

“We used these to reward a client’s employees for going two years without a lost-time accident. We put lunch in them, used the business card slot at the top for a personalized message and gave them out at their safety luncheon.”



[#109470](#), Square Non-Woven Lunch Bag

## Tim from Honolulu

“I use the 4imprint items ordered to reward students who achieve a high academic standing in a quarter, so I need to have at least four items to give to the students. 4imprint has a very extensive selection of items, not just the ordinary items that most companies offer.”



[#17030](#), Sport Flyer - 5"

[#109142](#), Innovation Pen /Pencil and Highlighter Set

[#103298](#), Mesh Pocket Drawcord Sportpack

## Kathy with Maize South Elementary

“Our elementary school has a reading program in which kids read books, take quizzes and earn points for passed quizzes. We used your outdoor flyers and stadium cups (with our logo imprinted) as rewards for kids earning 50 points and 100 points. We pass out the prizes at weekly assemblies. They make GREAT quality incentives for kids! Thanks so much!”



Carrie, with 4imprint 4 years

[#28828](#), Sport Flyer

## Kara with Rising Sun Pilates

“We did a Health Fair booth at our local elementary school. We educated children about elderly disabilities. As a reward for participation we gave the children mood pencils with our logo on it. They loved it! Our booth was incredibly busy. We did a great community service and also were able spread awareness of our company.”



[#7249](#), Mood Pencil

## Anonymous

“We’re striving to achieve a world class safety culture in a manufacturing environment and in order to do so, we need to increase employee involvement in our safety programs. The items we ordered are rewarding employees who participate in weekly safety quizzes that increase their safety awareness.”



[#4829-RB](#), Kickball - Round Ball

## Sarah with Community Hospital

“We used this bag as a quarterly giveaway for our employees. It is used to increase the participation in our points program so when they turn in their sheets they are entered to win one of these bags. They are perfect!”



[#107800](#), Verve Sport Duffel



## Patty from Lebanon

“We had a year-long pedometer program for our employees. Each month was a new challenge. All employees who participated in the year long program received a duffel bag. The “prize” was a huge hit!”



[#7008](#), 4imprint Leisure Duffel

## Linda with Georgia Families

“The digital jump ropes are incentives for elementary and MS students throughout the state of GA. We participate in a ‘Get Fit, Get Moving’ initiative with schools and the youth participate in 1.5 hours of wellness education and exercise. They then win our ropes which have our logo on them for answering questions correctly and participating in relays and physical games/ dancing.”



[#8276](#), Multi-Function Jump Rope

## Children's from Waynesboro

“The mug was part of our Winter Reading Program giveaway event. Children who participated earned a mug filled with goodies for reading over winter break.”



[#87777-S](#), Budget-Beater White Mug

“The theme for our booth was “Putting character in your brand.” We had a caricature artist working in the booth and the bend-a-pen guys were real attention-getters. Many show attendees requested them specifically!”

—**Jill** from Arlington Heights

“We will have guests come through the office occasionally and we are always looking for fun giveaways that don’t look cheap. This was a perfect addition to our collection of items!”

—**Jessica** with The Amalgamated Sugar Company LLC

“We are filling the coffee mugs with chocolate candy and a Christmas flyer and giving them to each of our employees this year. With over 700 folks to take care of, this is a very cost-effective way to let them know how much we appreciate them.”

—**Janet** from A Small Miracle, Inc.

“We ordered hats to be given to employees who earn an award for teamwork. The hat is cool enough to not look like a uniform piece but just uniform enough to keep everyone feeling like a team!”

—**Anonymous**

“We used the bag as an incentive for early sign-up for our international student orientation. Students that signed up before a specific deadline were given the bag when they arrived to orientation.”

—**Jenna** from Lawrence

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