

FALL 2020

amplify

4imprint®

Promotional products.

Remarkable results.

Shifting spaces

Transitioning to a virtual event, p. 8

Cups of cheer

Raise a glass with these branded gifts for clients, p. 13

Corporate employee gifts

Exclusive new research showcases gift-giving trends, p. 22



Think about the gifts
you've received.
Chances are a few
stand out.



Kevin,
with 4imprint
29 years

Perhaps it was the meaning behind the gift. Or, the accomplishment it celebrated. Maybe a unique presentation – or the sentiment of the giver – brings it immediately to mind.

This year, we're all thinking a little bit more about what matters most. As we thank the employees, customers, donors, volunteers and suppliers who've helped us through 2020, we have a unique opportunity. With a little care, we can ensure our genuine gratitude shows.

In this issue, we share stories from people doing just that. Our [Cover Story](#) profiles an environmental organization keeping volunteer board members connected

virtually. Our [Trend Story](#) shows how one hospital builds buzz around employee appreciation gifts. And, you'll meet a [Swag Master](#) who turned heads with unique member-appreciation gifts.

We hope this amplify® issue adds a little extra inspiration to your gift-giving, helping you find new ways to show genuine gratitude to those who matter most.

Be well!

A handwritten signature in blue ink, appearing to read 'Kevin'.

Kevin Lyons-Tarr, CEO
4imprint

P.S. Are you finding clever, new ways to reach customers? We'd love to hear your story. Email 4ideas@4imprint.com.



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Helping women soar

amplify® offers an unmatched glimpse into real-life ways you can use promotional products to gain remarkable results.

We'd love to hear your feedback! Please send questions, comments or concerns to 4ideas@4imprint.com.



As in-person events continue to go virtual, you may need help making the transition. The [Cover Story](#) has tips for everything from online trade shows to webinars.

Meet this month's featured contributors



Suzanne Worwood
Senior VP Merchandising
4imprint

As the Senior VP of Merchandising, Suzanne shares ideas for drinkware that are perfect for your customer gift-giving list. Suzanne has been with 4imprint since 2000 and loves sharing her insights in amplify [Product Highlight](#) stories.



Cheryl Sina
one by one® Coordinator
4imprint

Cheryl highlights PinkTails™ Aviation Academy in the [Remarkable Moment](#) story. The organization helps women take to the sky! A 21-year member of the 4imprint team, Cheryl has coordinated the *one by one*® program since its inception in 2006.



Erika Ferguson
Social Media Manager
4imprint

In this issue, Erika gives a shout out to the Western Sun Federal Credit Union, bestowing the organization with the [Swag Master](#) title. Check out the creative thank-you gifts that created a buzz with members of all ages. Erika has been with 4imprint for 13 years and coordinates 4imprint's social media communities.



You!

A little pen can make a statement in a BIG way. In this edition of [Overheard](#), customers are making note of the pens they love by giving them well deserved #SwaggingRights®.



#SwaggingRights®

These promo pens are something to write home about



Beaufort County ROD
@BeaufortCo_ROD
New pens for Spring! Stop by and get yours today! [#SwaggingRights](#) [#4imprint](#)



oxok8linoxo
Always trying to show off my amazing nails. [#swaggingrights](#)



Faith

As a mobile notary, my business depends on having something to write with. My customers LOVE being able to keep the pen when they are done. And with all that's gone on this year, I love being able to combine safety with advertising. Thank you so much 4imprint!

4

Jessica

This is the second time I've ordered the Jive pen. I really like the sturdy frame, and smooth ink.



Teenchangers12

@teenchangers12

#SwaggingRights® These pens are helping to spread the word of our awesome YouTube channel!



4

Karin

Beautiful pen! Good grip, for those who write a lot and worry about hurting their hand.



purplefly_photo

So super excited about my new pens! They're so pretty and I got an awesome price, too. #swaggingrights

4

Gilbert

Since the start of the Pandemic, I was constantly worrying out loud to my family about the pending financial impact on our family's dog walking and pet care business. In the thick of the New Jersey State lockdown, our business was down almost 90 percent. I went from walking 50-60 dogs a week to less than 10. All our summer vacation clients cancelled en masse, leaving us to refund thousands of dollars in deposits. Things were bad.

On Mother's Day, I woke up to a display of gifts on the kitchen table from my husband and daughters. One was a huge box from 4imprint. Inside I found hundreds of beautiful pens with our business logo embossed on them. "We know how worried you are about the business," my husband explained. "We wanted to help." I was so touched, I admittedly shed a tear or two.



★ Top Pick

That day I started delivering Mother's Day gifts (bundles of logo pens wrapped in curly ribbon) to all my pet moms (ie, clients). I popped the gifts in mailboxes and screen doors to keep it safe and contactless. My hope was the gift pens will keep us in our client's minds as they navigate the affect of the lockdowns on their own lives and families. Throughout the day I received text messages of love and appreciation. My clients were glad to see I was ok and my business wasn't going anywhere.

Today our business is about 50 percent down (which is an improvement from 90 percent for sure!). And most of my pre-lockdown clients assured me they will come back online as soon as they are allowed back to work.

Check out our Pinterest® board for other [promotional pens](#) that have earned #SwaggingRights.



Shifting spaces

By Joshua Grover-David Patterson

Transitioning to a virtual event





When in-person events were no longer an option, many people found themselves in a state of flux. Do they wait for later in the year? Do they skip this year’s gathering altogether? Or is transitioning to a virtual event the answer?

The [Headwaters Regional Development Commission](#) in Bemidji, Minnesota, chose the latter. The organization moved its annual board of directors meeting from the real world to the virtual one. In previous years, the gathering would involve a tour of one of its regions, a large shared meal and a presentation that celebrates that year’s successes.

Going virtual for the first time meant organizers had to make some changes.

“This year, our event was held over Zoom®,” Finance Director Nicole McKinnon said. “The whole thing typically happens over about half a day, but this year we had to keep it to under two hours. Any more would have been fatiguing.”

While change sometimes comes with challenges, the organization’s result was a very successful gathering. Here’s how you can follow in its footsteps.

Replicate reasons to attend

To help ensure your virtual event is successful, include elements that would draw attendees to an in-person event:



A trade show



Networking opportunities



Keynote speakers



Product demonstrations



Speaker panels

Find ways to make all these options available when transitioning to a virtual event.

Create a professional look by wearing uniform attire for virtual events.

SePRO Corporation in Carmel, Indiana, took advantage of opportunities through a popular trade show that went virtual this year. In SePRO's virtual booth, attendees browsed sales literature, articles and other material; left their contact information in exchange for a chance to win a prize; and chatted live with company representatives.

“When we're at a booth at an in-person trade show, we all dress alike in order to stand out,” said Sales and Marketing Coordinator Robin Scobell. To keep continuity with their in-person appearance, they wore the same shirt when meeting with customers online.



Nike® Performance Classic Sport Shirt

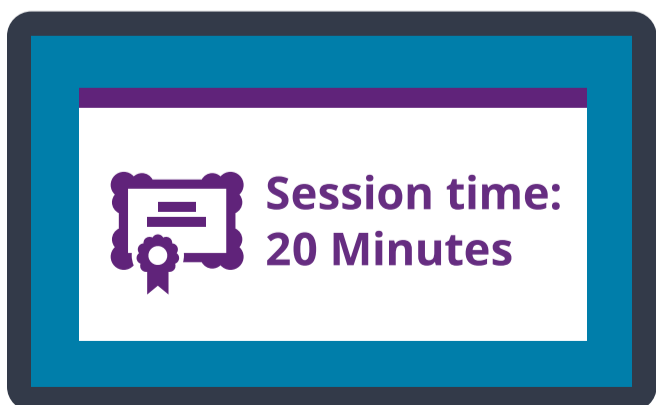
“We decided we wanted to show the same level of professionalism, even if we were sitting in our living room,” Scobell said.



Cater to audience needs

With many people working from home or juggling your event with their day-to-day workload, consider [making adjustments to your format to increase participation](#):


- Record all live events so people can watch them later.
- Offer multiple networking times.
- Include discussion boards and live chat so people can take part in the conversation immediately and over a longer period.
- Offer shorter educational sessions, such as 20 minutes, to eliminate screen fatigue.





Pick the right platform

Choosing the right virtual event software will depend largely on the event, whether it's a webinar for a select number of people or a trade show with multiple displays and mini-gatherings. [Things to consider as you select a software solution](#):

 **Customization:** Can you configure the platform with your branding?

 **Space needs:** For larger events, do you need virtual halls, a lobby, meeting rooms or trade show booths?

 **Broadcast options:** Will you have multiple speakers presenting at the same time? Will the speakers be live or prerecorded?

 **Communication:** Will the event need live chat, polling or session surveys?

Test your tech

Even if you give yourself lots of time to plan, there's still a risk of having technical issues. [Be sure to:](#)

- Have staff test virtual halls, videos, chat functions and other features.
- Ask speakers to perform a short dry run of their talks to test software and hardware.
- Have staff on hand to answer questions on the day of the event.

Get in touch and stay in touch

When you make the move to virtual, make people aware as soon as possible—and stay in touch once they sign up. Although taking your event online opens up the possibilities for greater attendance, [half of the time people will sign up, but not show up.](#)

From the moment your attendees sign up to after the event, [continue to reach out:](#)

- Tell people about the venue change on social media.
- Provide a daily countdown to encourage registration.

Virtually perfect gatherings

Use these tips to make the most of your online experience. You'll likely find that transitioning to a virtual event will help you discover new ways to connect with people on the other side of the screen. [4](#)

- Ask what attendees hope to get from the event—and find ways to fulfill their wishes.
- Send reminder emails and company giveaways to build excitement.
- Consider sending them an attendance gift.

Headwaters Regional Development Commission hands out a company giveaway every year at its annual meeting—which this year tied directly to the virtual meeting. “We gave out a [portfolio](#) to everyone,” McKinnon said. “I was able to put the meeting agenda right in there and mail them out.”

Zippered Vinyl Portfolio Set



Looking for more information about this topic? Email 4ideas@4imprint.com with inquiries.

PRODUCT HIGHLIGHT

Cups of cheer

By Suzanne Worwood

Raise a glass with these branded gifts >>

When you're trying to select the perfect branded gifts for customers, drinkware is always a winner. That single word opens up a world of choices that are suitable for the home, office and car. Even better, drinkware is sure to see a lot of use. People hold onto their cups, mugs and tumblers an average of one year. Bonus—drinkware generates 1,400 thirst-quenching impressions of your brand throughout its lifetime.

A steady choice

Whether you're working at the office or from home, keeping coffee away from your keyboard, book or phone is always critical. That's why the [Logan Cork Bottom Coffee Mug](#) or [Cork Bottom Ceramic Mug](#) make a great virtual event gift. Send the mug as a customer thank-you gift along with an invitation to get together for a virtual morning chat.

A cozy cup

The [Hearth Coffee Mug with Wood Lid Coaster](#) is a branded gift for clients that's sure to become go-to drinkware in their home or office. Include the mug with a package of tea, hot chocolate or coffee along with holiday chocolates to make a mini holiday gift basket.

Cork Bottom Ceramic Mug



Logan Cork Bottom Coffee Mug

Hearth Coffee Mug with Wood Lid Coaster



A cross-functional can cooler

When it comes to promotional gifts that keep drinks at the right temperature, this tumbler has a can-do attitude. The [Crossland® Vacuum Insulator Tumbler](#) can serve as a canned-beverage insulator or it can be used as an insulated tumbler for a hot or cold drink, which makes it perfect for campsites and backyard barbeques.



Crossland® Vacuum Insulator Tumbler



K Mini Vacuum Travel Tumbler

A quick cup

For those who take their cup of joe on the go, the smaller-sized [K Mini Vacuum Travel Tumbler](#) makes it easy for them to grab a cup from a variety of coffee machines.

Branded tumblers for new employees or clients on the go.



Neo Vacuum Insulated Cup

Universally useful

The [Neo Vacuum Insulated Cup](#) maintains the heat or chill of every beverage, which means a ready-to-hold hot coffee in the morning or a chilled after-hours beverage of choice in the evening.

Ideal for entertaining or everyday enjoyment.



Stemless White Wine Glass Set

Florence Stemless Wine Glass



Toast a top customer

Need holiday promotional gifts for clients? A [Stemless White Wine Glass Set](#) or a set of [Florence Stemless Wine Glasses](#) are the perfect way to raise a glass to your business relationship.

A toast

Attractive, useful mugs or tumblers are promotional gifts that customers and employees will love. They're sure to give cheers to your brand. 🍷

Looking for more information about this topic? Email 4ideas@4imprint.com with inquiries.



LASTING IMPRESSIONS

True to **brand**

By Joshua Grover-David Patterson

How one company showed authenticity
using branded promo items





FEH Design employees seem to always have pen and paper in hand. The architecture, engineering and interior design team with multiple locations in the Midwest, carries padfolios while on the go. But the firm’s marketing team noticed a problem: Many of the padfolios were branded promo items from other companies.

“We go on a lot of site visits and take a lot of notes,” Creative Communications and Campaign Leader Katie Stork said. “Our marketing team pointed out that we had people carrying padfolios with other company’s brands, or that they bought themselves. But we didn’t have any swag of our own.”

To correct the problem, FEH Design purchased [Executive Padfolios](#) for all employees. “We wanted something professional to represent us when we went to meetings,” Stork said. The new meeting giveaway became an opportunity to share

the whereabouts and personality of its company. The company created a Facebook® photo album called [FEH: On Location](#) and started sharing photos from its site visits, often using the padfolio as a prop.

The photo album—and frequently updated social media posts—have given the organization opportunities to share its work and personality in a fun, authentic way.



FEH Design’s padfolio travels to work locations and beyond.

Share the real you

FEH Design did what many of us are looking for in brands—showed a genuine side of the company that isn't focused on selling. Brand authenticity is becoming more and more important—[91% of consumers say they want brands to be authentic](#) in their social media posts, and [63% of them say they are more likely to buy from an authentic brand](#).

91%



of consumers say they want brands to be authentic in their social media posts.

What's more, one study revealed that there's a correlation between a company's authenticity and the likelihood that [customers will become advocates](#) for that brand.

By sharing content that reflects your brand's personality in a genuine way, you'll be able to better connect with current and future customers.

Get real

Changing a social media presence from “marketing” to “authentically sharing” can be a tricky concept to grasp. Think of authentic sharing as a peek behind the

curtain that helps customers understand your business' personality and work style.

Find your balance

While sharing engaging stories and images is an excellent way to be authentic, it's also important to keep your social media presence professional. As [Forbes®](#) notes, anything posted online lives forever—so be sure to find a balance between brand personality and professionalism.

FEH Design found multiple ways to use its branded promo item and social media presence to share different aspects of its personality. FEH's photos frequently show off current and past projects, location-tagged to demonstrate the scope of where the company works and the kind of projects it does.

And the company showed that even its meeting giveaway needs a break. Among the pictures of construction projects and the padfolio in meetings, there are also shots of the padfolio by a drink and a slice of pizza with the caption “Pit stop!”





Talk to your followers

Although sharing your brand's personality so customers can "like" it may sound like a one-way relationship, in reality, [social media is all about conversation](#). When people comment on your posts or otherwise try to engage you, take time to reply.

A small amount of online human contact can have a huge impact. For example, [83% of people](#) who sent a tweet to a company and got a response said they were more likely to do business with that company.

Show off your team

Your products and services don't give your business its personality—your team does that. [Sharing information about your team members](#) gives you the opportunity to give your posts a human touch.

"It's interesting to see how people compose their photos. It really reveals their personality," Stork said. Staff personalities come through in the padfolio photos, with shots ranging from a fun picture of a coworker on a construction site to shots of favorite projects.

FEH Design also shares employee anniversaries and spotlight posts that shine a light on individual team members.

By pairing its story with a branded promo item, FEH puts real faces on all the hard work that happens behind the scenes.

"It's fun to show both to our clients and to our internal staff members where our team is traveling to," Stork said. "With four locations, it's nice to know where everyone's going and the projects they're working on." [4](#)

83% of people who sent a tweet to a company and got a response said they were more likely to do business with that company.

Looking for more information about this topic? Email 4ideas@4imprint.com with inquiries.



Member appreciation gifts

Selecting creative thank-you gifts

[Western Sun Federal Credit Union's \(WSFCU\)](#) creative thank-you gift left a great impression on members who attended the organization's annual meeting last year. The gift was so thoughtful, the credit union earned the title of Swag Master! Here's how.



★ Appreciation never gets old

It's important to find opportunities to thank those who support your organization. WSFCU used its annual meeting as a way to show members the love—with creative thank-you gifts that everyone enjoyed.

★ Not a one-size-fits-all approach

WSFCU members represent a wide range of ages. Instead of trying to find one perfect gift for everyone, they decided on two gifts—one that would resonate with each age group—by selecting a modern

[coffee mug](#) for adults and a fun [Cinema Light Box](#) for youth. Members appreciated these trendy, thoughtful giveaways.

★ Thinking outside the (light) box

The uniqueness of the Cinema Light Box was not only a hit with the youth but also caught the eye of many adults. As a gift that could be customized to say anything, this engaging, creative thank-you gift was a wonderful way to offer a branded item that members could also personalize to make their own. Talk about a win-win!

TREND

Corporate employee gifts

By Joshua Grover-David Patterson

Exclusive new research showcases gift-giving trends >>

For many businesses, recruitment is a [constant challenge](#). And with [79% of employees citing lack of appreciation as their reason for leaving a job](#), making sure your staff members know how much they're valued may be more critical than ever.

Enter corporate employee gifts. According to a recent U.S. survey, the [majority of employees said they prefer gifts](#) over other tokens of appreciation. So it may not come as a surprise that in a 2019 [4imprint® survey](#), two-thirds of organizations said they give staff gifts.

[Melissa Memorial Hospital](#) in Holyoke, Colorado, is one of those organizations. Each employee gets a gift to celebrate [National Hospital Week](#). The hospital adds a bit of fun and suspense to the process—the gift itself is kept under wraps, so to speak, until distribution day.

“We have a big cart that we take around to all the departments,” Purchasing Director Kim O’Neill said. “Everyone is always really happy with the gifts.”



Reasons to give gifts

Melissa Memorial Hospital isn't the only organization that considers holidays the perfect time to give employee gifts. According to our survey, [holiday celebrations are the most common reason companies give staff gifts](#).



Holiday celebrations



Organization meetings



Anniversaries



**New hires/
promotions**



Individual goal achievements

When new associates join the Select Employee Group in Mason, Ohio, they receive a short employee orientation, a [bag](#) full of credit union material and staff gifts on their first day before they start training.



Die Cut Handle Plastic Bag

IStand Phone Holder

One of the items—an [IStand Phone Holder](#)—is both a present and a show of support.

“Because the company is international, our people are constantly on the phone,” Lending and Promotions Manager Catherine Heffner said. “We want to remind them that when they have questions, all they have to do is pick up the phone, and someone will be there to help.”

According to the survey, every industry and organizations of all sizes share [three common challenges when choosing corporate employee gifts](#):

1 Finding creative gift ideas

Two-thirds of respondents said [finding a creative gift](#) was their biggest challenge. Some ideas to try might include:

Tie items to events: When your business reaches a major milestone or goal, give everyone a new [jacket](#) to celebrate your team’s accomplishments and help spread the word.

Get personal: For an employee anniversary, pair the gift with a note that thanks them for their specific contributions.

Give something that will make their day better: Offering an item that simplifies staff life will always be appreciated. For example, employees will appreciate a compact umbrella that they can keep in their desk for unexpected inclement weather.



Crossland® Soft Shell Jacket

2 Staying within a budget

Although it may go without saying that those with a [larger budget found it easier to find gifts](#), still, 25% of organizations with budgets of \$100 or more per person struggled to locate the perfect item. Here are some [ways to manage your budget](#):

Remember it's the thought that counts: A small gift and a handwritten thank-you note can show you care while keeping costs down.

Know exactly what you can spend: With a total budget in mind, it will be easier to determine how much you can spend per employee, saving you time in gift selection.

3 Selecting something employees will like

More than one-third of organizations [give gifts to all their staff members](#). Finding a gift everyone will like requires careful planning.

When buying gifts for a group, [choosing a practical present](#) your staff can use at home or the office can make it easier to find something for everyone. Melissa Memorial Hospital overcomes the challenge by finding a gift men and women will equally enjoy.

“We’re always trying to give something unisex that everyone can use,” O’Neill said. Most recently,

it gave out a [Master Trunk Organizer with Cooler](#), and have previously given away a Bluetooth® speaker—both of which were well-liked by its 150+ employees.



Master Trunk Organizer with Cooler

According to the survey, [85% of respondents give promotional products as gifts](#). The five that businesses offer most often are:

- 1 Apparel
- 2 Drinkware
- 3 Notebooks/journals
- 4 Totes/bags
- 5 Technology products





Presenting presents

Sharing staff gifts can be a great way to remind your employees how much you value them. And with every corporate employee gift you give, your employees are sure to appreciate you as well. [4](#)

Looking for more information about this topic? Email 4ideas@4imprint.com with inquiries.

Ideas for corporate employee gifts your team will love!

You won't find these anywhere else!

Refresh® Simplex Tumbler with Straw



Provo Laptop Backpack



Microfleece 1/2-Zip Pullover



Helping women soar

By Cheryl Sina

Fundraising for a female flight school using nonprofit promotional items

[PinkTails™ Aviation Academy](#) helps women take to the sky. Because women make up only 5.9% of all licensed pilots, PinkTails' mission is to train those who are working on obtaining their private pilot certificate. The organization uses its [banners](#) as nonprofit promotional items throughout the community to raise awareness as it redefines the face of aviation.

PinkTails Aviation Academy was a 4imprint [one by one](#)® promotional products grant recipient.



Like what you saw in amplify?

Check out past issues.



Summer 2020



Winter 2020



Fall 2019



Summer 2019

Learn more about using promotional products in your organization!

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