

SPRING 2021

amplify

4imprint®

Promotional products. Remarkable results.

Bring out their best

Smart techniques for training
employees, p. 6

Branded outdoor gear gets its day in the sun

Outdoor promotional items tag along on adventures, p. 12

Thanking employees

Ways to show gratitude during extraordinary times, p. 22

4imprint®

Have you ever thought about what your organization *really* needs for growth? For many, growth happens not on its own, but with the help and support of others around us.



Kevin,
with 4imprint
30 years

Not surprisingly, organizations that nurture team members' growth and development often experience higher employee retention rates. In our [Cover Story](#), you'll see two organizations who've been deliberate in nurturing their teams' growth—with training to help team members develop both skills and leadership abilities.

In [Trend](#), you'll hear from organizations who are finding creative ways to thank team members who've gone above and beyond throughout the pandemic. A small thank you can have lasting ripple effects.

And, in [Lasting Impressions](#), you'll meet the minds behind a successful Midwest farmers market. They've nurtured and

grown the weekly event from a dozen or so vendors to a community event that attracts thousands.

It's spring—the season of growth. Cheers to nurturing growth in yourself and your organization.

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

Kevin Lyons-Tarr, CEO
4imprint

PS—If the temptation to get outside is hitting you, you're not alone. Participation in outdoor activities is up. That makes branded outdoor gear the perfect promotion for teams and customers. We share ideas in [Product Highlight](#).

Are you finding clever new ways to reach customers? Tell us your story.
Email 4ideas@4imprint.com.

amplify[®]

Promotional products. Remarkable results.

4imprint[®]

CONTRIBUTORS

4

OVERHEARD

5

Promotional ball caps get
#SwaggingRights[®]

COVER STORY

6

Bring out their best

PRODUCT HIGHLIGHT

12

Branded outdoor gear gets
its day in the sun

LASTING IMPRESSIONS

16

Growing your market

SWAG MASTER

21

Welcome aboard

TREND

22

Thanking employees

REMARKABLE MOMENT

27

Nourishing neighbors

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.



Employee training leads to more consistent practices and helps you attract new team members. Get more training benefits in our [cover story](#).

Meet this month's featured contributors



Suzanne Worwood
Senior VP Merchandising
4imprint

Spring is here and people will be looking to shake off the heightened cabin fever by heading outside. In the [Product Highlight](#) story, Suzanne Worwood, with 4imprint since 2000, gives ideas on branded outdoor gear that will make your business shine.



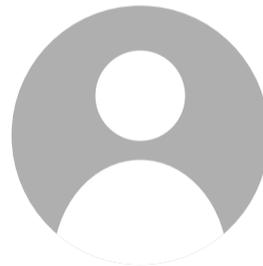
Cheryl Sina
one by one® Coordinator
4imprint

In this issue's [Remarkable Moments](#), Cheryl Sina showcases how Kansas City Community Gardens is nourishing neighbors and planting seeds of inspiration. Cheryl has been with the 4imprint team for 21 years and has coordinated the *one by one*® program since its inception in 2006.



Erika Wegner
Social Media Manager
4imprint

Erika Wegner is eager to welcome Gallagher's to the [Swag Master](#) elite. It was their approach to welcoming new hires with branded gift bags that caught her eye. Erika, with 4imprint 14 years, is always on the look-out for the next Swag Master as she coordinates 4imprint's social media communities.



You!

We believe that baseball hats can look good on anyone—and we have your social posts to prove it! In [Overheard](#), customers are posting pics of their favorite promotional ball caps, and they are definitely getting all kinds of #SwaggingRights.

#SwaggingRights®

A tip of the promotional ball cap to these customers



charter_seahorse

Everybody needs to hide from the sun at some point. Tilly modeling the new Seahorse Excursions hat. Salt spray is not included, you'll have to earn that on your own.



Fox Crossing Chiropractic

Dr. John couldn't wait to try out some of our new swag! #4imprint #swag



David

My customers are already lining up to purchase this cap. The front logo area is really a unique style and is different from others.



myshed_lyfe

I absolutely love getting new hats! This @nine_extracts hat made by @4imprint fits like a glove! #perfectfit #4imprint #swag



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



Bring out their best

By Joshua Grover-David Patterson



Smart techniques for training employees





There are many reasons to train employees on a regular basis, but it's possible to make a case with just two statistics:



68% of staff members feel that training and development is the most important company policy.



76% of staff members are searching for ways to grow their career.

[Source: guthriejensen.com](http://guthriejensen.com)

In short, your staff members consider their training to be critical—and sometimes even lifesaving. That's something that the [Smith County Memorial Hospital](#) in Smith Center, Kansas, knows well.

“From March through August, there was a clinical webinar on what people were seeing, how things were changing and more,” said Amy Doane, director of communications, marketing and development. “Many of our staff members would watch it every week.”

Offering different types of training simultaneously presents challenges—and calls for creative problem-solving.

“We have eight computers set up in a workspace where people can access webinars and videos, which helps keep everyone on schedule with training. In order for other staff members to be able to do their work, we can’t have them using speakers,” Doane said.

The hospital purchased [ear buds](#) as a training giveaway for each staff member, allowing them to perform their training during downtime, while also keeping an eye out for any on-call work.



Ear Buds with Reflective Case

Smith County Memorial Hospital provides an example of how organizations can extend training to their teams, creating better experiences for both staff members and customers—especially in times of disruption.

Training shows employees that you value them

While people might say a great staff member is “worth their weight in gold,” or perhaps “invaluable,” the fact is that [replacing an employee comes with a cost](#) anywhere from \$3,000 to more than \$200,000. And if your organization isn’t providing enough training, these costs can quickly multiply. Four in 10 staff members who don’t get proper training will leave to find a new job within their first year.

Let these ear buds reflect your message in a positive way.

4 in 10

staff members who don’t get proper training will leave to find a new job within their first year.



Source: www.peoplekeep.com



What's more, [94% of employees say that they would stay with an organization that invested in their development](#). Bottom line? Every dollar you spend on staff training is both an investment in your employees and your organization.

Employees who feel valued will go the extra mile. Training helps kickstart the journey.

Training creates consistency

Providing a consistent customer experience means ensuring employees know how to perform key functions. This consistency is learned through training.

At Smith County Memorial Hospital, they've found smart ways to ensure every staff member stays up to date.

"Every year our employees have to be recertified on internal policies," Doane said. "We use an internal training tool called HealthStream™ to cover topics ranging from 'What is HIPAA' to 'How to deal with a fire alarm.'"

Employees across the organization, including nurses, kitchen staff and environmental services staff attend training on their first day, then again during the month of their birthday to be certain the information stays fresh.

The organization has even found ways to make sure everyone gets the same training, even when there are scheduling conflicts. "Nurses also perform a monthly in-service that they've started recording and posting for people who aren't able to participate," Doane said.

94%



of employees say that they would stay with an organization that invested in their development.

[Source: www.getsmarter.com](http://www.getsmarter.com)

Training prepares employees to take on more responsibilities

New products. New processes. New software. Training can help staff members get ready for all of it. But it can be especially helpful when moving someone into a leadership role. OrthoTennessee in Knoxville, Tennessee, took this into account when the organization hosted a conference to prepare newly promoted leaders for their roles.

“Part of what we were doing was consolidating our billing departments into one centralized office,” said Jennifer Monroe, director of patient financial services. “We were promoting people—new supervisors and new team leads—and the objective of the conference was to give everyone ongoing training on leadership skills.”

The organization used the book, “The Ideal Team Player,” by Patrick M. Lencioni to educate leaders on the three virtues: “Be Humble. Be Hungry. Be Smart.”

“The objective of the conference was to encourage our leaders—and our staff—to be ideal team players,” Monroe said. To reinforce the message, leaders received a mug filled with snacks as a training giveaway. The humble, hungry and smart mantra was printed on the side.



Encourage employees to be team players within your organization.

The mugs created other opportunities too. Since many employees work from home, leaders got the chance to check in with staff members when delivering mugs to them. That's leadership training, multiplied.



Campfire Ceramic Mug

Staff will appreciate unique training giveaways.

Training improves your company's employer status

Consistently training your staff members doesn't just make your staff shine in front of customers, it also makes your organization an employer of choice. Whether you're hiring new graduates looking for their first job or more experienced team members, the chance to upskill regularly gives a boost to your employment brand.

Support your staff with training

As the face of your brand, a well-trained staff creates a win for employees, customers and your organization. And with so many great reasons to train employees, the real question is: How soon can you start? [4](#)

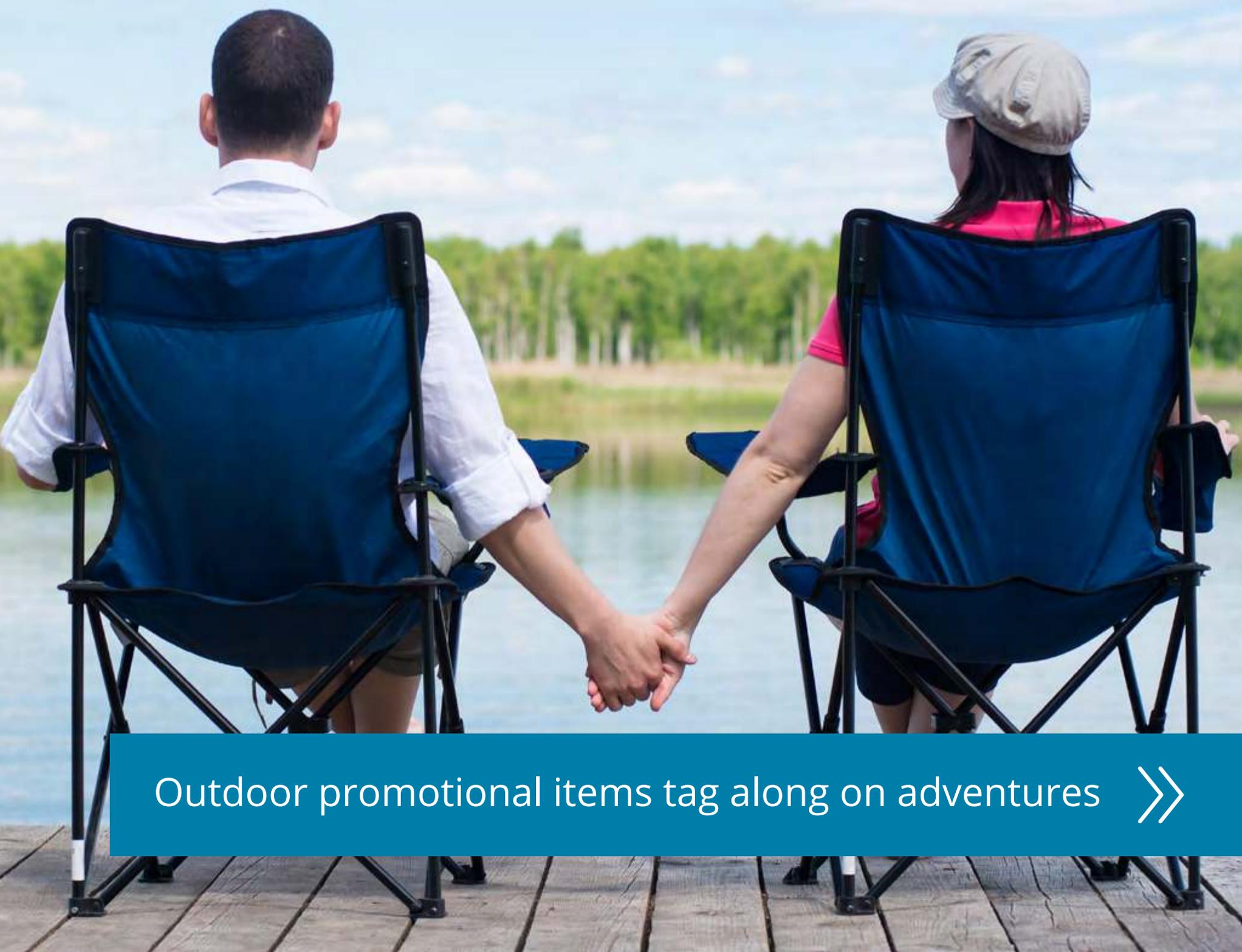


Looking for more information about this topic? Email 4ideas@4imprint.com with inquiries.



Branded outdoor gear gets its day in the sun

By Suzanne Worwood



Outdoor promotional items tag along on adventures



Over the last year, people have been looking to shake off the stay-at-home doldrums by heading outdoors. In one survey, 66% of respondents said they're participating in more outdoor activities close to home. Growing interest in community parks, trails and lakes makes this the perfect time for branded outdoor gear as business gifts.

Logoeed blankets and beach mats cover a lot of ground

Time spent in nature is better with a beach mat or blanket.

When customers or teammates crave waves crashing on shore, the [Beach Mat](#) keeps sand at bay while they're enjoying the sun.

For those who prefer heading to the forest or mountains, they'll appreciate water-resistant backing on the [Crossland® Picnic Blanket](#). It's perfect for a hike break or picnic.



Beach Mat



Crossland® Picnic Blanket

Built-in handle allows for easy transport.



Branded chairs make a place to sit a hit

Outdoor promotional items will remind recipients of your brand whether they're relaxing outside with a good book or enjoying a backyard barbecue.

The [“BIG’UN” Folding Camp Chair](#) is ideal for customers or team members who love a little extra space.

The [Low-Profile Beach Chair](#) offers a comfortable seat that fits just about anywhere.



“BIG’UN” Folding Camp Chair

Low-Profile Beach Chair

Take your logo to the beach with these chairs!



Koozie®
Rogue Cooler Backpack

Promotional coolers put the emphasis on cool

Whether you're packing a picnic, snacks or beverages, the [Koozie® Rogue Cooler Backpack](#) can be carried by the handle while finding the perfect beach spot—or it can sit comfortably on shoulders hauling it through the woods on a hike.

Branded drinkware is a hydration sensation

When chillin' in the shade or lounging in the sun, a cool drink is a must-have. The [Color Changing Tumbler with Straw](#) adds a fun twist. The [Bermuda Silicone Tumbler with Straw and Brush](#) provides an all-in-one set they'll love.

Color Changing Tumbler with Straw



Bermuda Silicone Tumbler with Straw and Brush

Tumbler changes colors when exposed to ice-cold liquids.



Lightweight Bean Bag Game

Outdoor games create fun in the sun

Looking for the perfect prize for a company-wide drawing, sales incentive or virtual trade show prize? The [Lightweight Bean Bag Game](#) is an instant classic—adding fun to every outdoor event.

A breath of fresh air

With more reasons than ever to get out of the house, branded outdoor gear won't just be appreciated by your customers—it'll also catch the eye of people passing by. And there's nothing like a little sun to make your brand shine. ☑

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



LASTING IMPRESSIONS

Growing your market

By Joshua Grover-David Patterson



Ways to use event promotional items





For many organizations, promotional products serve as mementos—lasting reminders that customers want to keep on hand. For the [Oshkosh Farmers Market](#), event promotional items help do much more and achieve goals the organizers didn't anticipate.

“This year, promotional items have really been helping us get the message out,” said Michelle Schmid-Schultz, market manager.

The organization used promo items to increase visitors, volunteers and visibility. When considering how to use promotional products, the magic begins when you consider what goal your organization wants to achieve.

Tell your story

[The human brain is able to process a picture 60,000 times faster than words.](#) If you want to make an impression in the blink of an eye, an event promotional item and memorable logo can help people understand your brand.

For the Oshkosh Farmers Market, the ability to tell a story at a glance was woven into the design of its promotional products. The market has changed over its nearly 30-year history from a place to buy produce to so much more.

“The market has morphed from being strictly a farmers market into a total community event,” Schmid-Schultz said. “Live music, kids’ entertainment, fresh food, tons of street food—we have all sorts of things at the farmers market.”

The market's transformation is reflected in the logo on promotional [T-shirts](#). A family, various types of food, and a guitar show potential visitors what to expect—all in the blink of an eye.

The organization also updated its marketing to let people know it was taking everyone's safety seriously. "Our slogan this year was, 'Shop the market COVID-style: Get your tomatoes and get the kale home,'" Schmid-Schultz said. "It encourages people to get in and get out.



Hanes® Authentic T-Shirt

Cotton Sheeting Natural Economy Tote

Use promo items as fundraisers to support your organization.

Because we want everyone to come down and get fresh produce, but also to keep in mind we are trying to operate during a pandemic, and we would like everyone to get in and get out as safely as possible."

The market also used signage and stickers to encourage social distancing and mask wearing.

Raise funds

While many organizations elect to give away event promo items, [using them as fundraisers can give your organization a financial boost](#). The Oshkosh Farmers Market had success selling an item everyone needs while shopping: a tote bag.

"In the summer we have a limited-edition market bag, which people love to get every year. And it helps support the market financially as well," Schmid-Schultz said.

"I still have people coming up to the market booth asking for previous years' bags. So that's a sign that what we're doing is working."

The totes perform double duty, helping raise visibility as well as funds for the organization.



Keep your organization top of mind

Of course, the uses for tote bags extend beyond the market.

“We see those bags all over town, whether it’s at the grocery store or another shop downtown,” Schmid-Schultz said.

Because [bags offer an average of 3,300 impressions](#), they’re an ideal way to draw more people to the market.

The bags also helped to remind people of the winter market, which was modified for 50% capacity, while providing special hours for high-risk shoppers and putting other safety measures in place. “During a non-pandemic holiday season, the tote bag helped bring out over 2,000 people, which is a significant number in the wintertime... while still keeping within appropriate safety measures,” Schmid-Schultz said.

See how the Oshkosh Farmer’s Market promoted safety, food and fun during the pandemic.

WATCH VIDEO 



Announce your presence

Although smaller promotional items are a great way to attract attention, sometimes organizations go big to let people know where they are. For the Oshkosh Farmers Market, a [branded tent](#) did just that.

“In the past, people weren’t able to locate us, or they were afraid to come to the tent because they weren’t sure what it was.”

“Our signature tent, which has our logo on it, looks phenomenal and lets people know they’ve come to the right place.” Schmid-Schultz said.

Making it easy to locate had an unexpected perk as well.

“The other thing that came out of making our market look more professional

was that we were able to recruit more volunteers. And running an event like this requires a lot of hands on deck.”

The market’s branded presence helped provide clear communications—which, in turn, drove volunteer sign-ups.



Create brand visibility in a big way with branded promotional items.

Achievement unlocked

Knowing how to use promotional products can help your organization turn goals into achievements. And for the Oshkosh Farmers Market, using event promotional items has been like planting seeds. Each year, they sprout a fresh set of wins. [4](#)

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

Note: 4imprint, Inc. is a sponsor of the Oshkosh Farmers Market.



Welcome aboard

A new-hire gift to set team members on the right track

We LOVED this swag bag and all the fun items included. But when we found out it was a new-hire gift for a plumbing, heating and cooling company, we were blown away! See why Gallagher's is being honored with the Swag Master title.



★ Set a tone

Starting a new job can be stressful and overwhelming. Welcome bags are a perfect employee gift to set a positive tone and let new employees know they are a part of a great team.

★ Stand out

Few companies in the trades offer a new-hire gift to new team members. [Gallagher's](#) saw this as a way to differentiate themselves and possibly help attract other prospective candidates in their field.

★ Make an impression

What promotional products should make up a new-employee gift? Gallagher's chose a winning combination of fun and useful

items for their “Welcome aboard” swag bags. While including some traditional items—for instance, a [tote](#) and [water bottle](#)—they selected stylish and trendy versions that made a great first impression.

★ Be unexpected

Nobody comes to work on their first day anticipating presents. That's what makes these new-hire gifts so great. The best gifts are always the ones you're not expecting! And the reactions Gallagher's has gotten from new team members make it all worth it.

TREND

Thanking employees

By Joshua Grover-David Patterson

Ways to show gratitude during extraordinary times





Showing gratitude to employees benefits companies and their staff—[75% of employees say their morale and motivation would get a boost](#) if managers showed more appreciation for a job well done. The question is: How much more valuable is thanking employees during a pandemic?

As it turns out, quite a lot. A [recent study](#) shows:



66% of staff feel more connected to their colleagues



64% of employees are motivated to work harder



61% of them are less stressed about working remotely



54% of staff members are less anxious about working during the COVID-19 lockdown

In other words: Gratitude is good for everyone. But it's even more important during extraordinary circumstances. So how do you express that gratitude?

Keep your staff safe

Showing your employees that you take their well-being seriously became even more critical during the pandemic. That's why [Brim's Snack Foods](#) in Bartlett, Tennessee, went out of their way to stay ahead of the safety curve, even as their essential employees continued to work in-house.

“We instituted temperature checks and masks weeks before they were mandated,” said HR Manager Lauren Rouse. “We wanted to be certain everyone knew that they were in a safe environment and that we were taking everything seriously.”



Give extra time off

Adapting to varying work and school schedules created new stressors for employees. Providing an extra day or half-day off—or even allowing staff members to end their workday early on occasion—[can give them a chance to de-stress or help with family concerns.](#)

Set aside time to connect

When staff members go from bumping into each other in the break room to working from home, isolation can set in. Setting aside time to connect not only builds camaraderie, it also has other unexpected side benefits, as [Foundry College](#) in San Francisco, California, discovered.

The college asked staff to set an appointment with a colleague they don't normally work with just to have “water cooler” time. “That was really fun,” said Karen Adams, head of marketing. “I met up with one of the course assistants who was just starting grad school,

while I have kids and grandkids that are almost adults. I found out she has some amazing skills and knowledge that I can put to use in marketing.”

Create hyper-relevant rewards

A pandemic workday isn't like any other day at the office—so it's best to adapt the way you show appreciation. Consider:



Offering weekly or monthly awards that relate to the current situation. For example, give out “Best Virtual Client Meeting” or “Best Check-In Buddy” awards.



Creating a specialized channel on your messaging system where employees can call out kudos.



Giving your staff members bonus or hazard pay for handling extra duties or hours created by the current situation.



*Dr. Akiba Covitz,
CEO and President,
Foundry College*

Reward the whole household

When staff members go from spending their days at the office to working from home, it's important to remember that they may share that space with family members or roommates. When showing appreciation, [include the entire household](#)—invite them to a virtual happy hour or send gifts to all. It'll boost your employees' well-being while introducing others to your company culture.

When Foundry College sent out [masks](#) as a thank-you gift to employees, they chose to include two instead of just one to express that extra appreciation. It also created a fun opportunity for employees to connect. “We created a special channel on our internal messaging system for everyone to share selfies in their masks,” Adams said. “It helped to create a feeling of togetherness.”



Comfy 2-Ply
Face Mask

Remember holidays and anniversaries

Even though you might not be able to pass out cake in the break room to celebrate a birthday or take an employee to lunch for their anniversary, [continuing to acknowledge those moments is a great way to show that your organization cares about every employee.](#)

For organizations where most people are working at home, sending a note or posting congratulations on an internal messaging system will help every staff member know they're appreciated.

Brim's Snack Foods gives out a thank-you gift for employees every year—and they wouldn't let a pandemic put that on pause. "At Christmas time we like to get a gift for everyone," Rouse said. "We try to keep it top secret. The anticipation builds and



everyone is guessing what it is. Then the last day before Christmas, everyone gets their gifts."

This past year, staff received a [combination speaker/cooler](#), a gift that went over well with the employees. "The cooler makes it easy to store enough food and water for their entire shift," she said.

Extraordinarily thankful

When your company has an attitude of gratitude—especially during unprecedented circumstances—employees are likely to pay it forward. That makes thanking employees a gift for everyone. [4](#)

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

Tie in thank-you gifts with fun messages of gratitude.



We raise our glasses to you. Thank you for being such an amazing team this past year—cheers!



Nourishing neighbors

By Cheryl Sina

Volunteer thank-you gifts for planting seeds of inspiration

[Kansas City Community Gardens \(KCCG\)](#) knows the health of its community relies on the health of its citizens. That's why KCCG supplies seeds, plants and other resources to low-income households, schools and community groups that establish gardens and orchards. Those who gave their time and talents to inspire more than 38,000 homes to grow nutritious food received volunteer thank-you gift baskets and [Urban Peak Vacuum Travel Tumblers](#).

Kansas City Community Gardens (KCCG) was a 4imprint [one by one](#)® promotional products grant recipient.



Like what you saw in amplify?

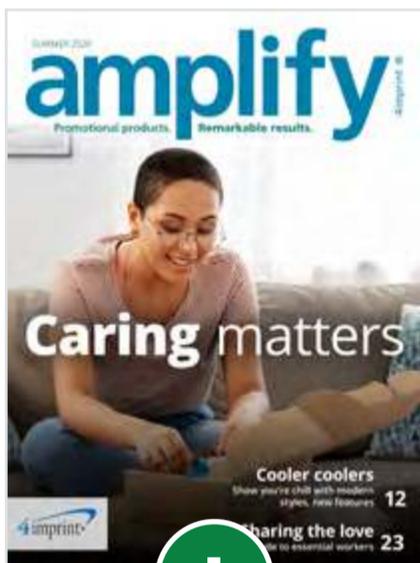
Check out past issues.



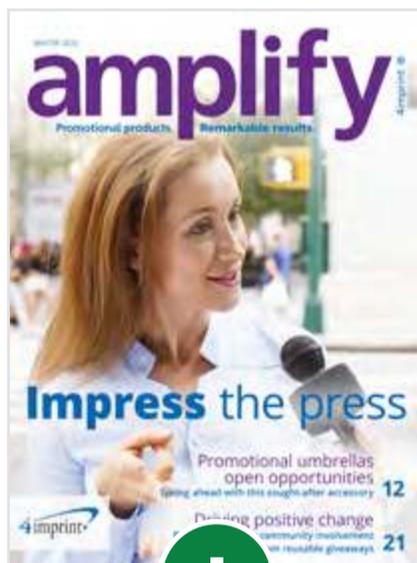
Winter 2021



Fall 2020



Summer 2020



Winter 2020

Learn more about using promotional products in your organization!

- » Branding
- » Business Gifts
- » Conferences/Seminars
- » Dealer/Distributor Programs
- » Employee Apparel/Uniforms
- » Employee Incentives/Recognition
- » Events
- » Fundraising
- » Leave-Behinds
- » Market Research
- » New Customer/Lead Generation
- » Office Supplies
- » Public Relations
- » Safety Programs
- » Team Building
- » Training
- » Word-of-Mouth Marketing

4imprint®

