

SPRING 2023

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4imprint®

Promotional products. Remarkable results.

Community-based marketing

How to create a community around your brand, p. 7

Life is Good®

Bring the power of optimism to your workplace, p. 13

**Customizable promo items
key in cutting costs**

Branded keychains benefit the bottom line, p. 17

4imprint®

You know that feeling...
It's the feeling you
get when you just fit.
When you find your
community.



Kevin,
with 4imprint
32 years

Communities share interests, and they're great for discussing commonly held values. They can also be sources of support.

Community building takes intention and effort. In this issue of amplify®, you'll meet organizations that are developing strong bonds and see the impact they have within—and beyond—the communities involved.

- To raise much-needed funds for a mobile library, one organization rallied a community of book lovers who enjoy finding a deal. ([Cover, pg. 7](#))

- To support mental health, a resource center built a community of shared responsibility to help employees take care of themselves and others. ([Trend, p. 21](#))

- To Spread Good Vibes™, one brand is building a community of like-minded optimists while celebrating positivity. Thanks to a new partnership, your organization can join this community too. ([Product Highlight, pg. 13](#))

We're inspired by the positive impact that a strong community can have. We hope you'll be inspired too.

Cheers to the ties that link us together!

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

Kevin Lyons-Tarr, CEO
4imprint

If you've used the power of community to reach a goal, we'd like to know!
Email 4ideas@4imprint.com and tell us about it.



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Cool tech swag gets
#SwaggingRights®

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Brewing confidence with
branded coffee mugs

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.



Community-based marketing can build trust and loyalty with your audience. Our [cover story](#) digs into how to create a community around your brand.

Meet this month's featured contributors



Suzanne Worwood
Senior VP Merchandising
4imprint

Bring your organization great branding opportunities with Life Is Good®. In [Product Highlight](#), Suzanne shares colorful, laid-back Life Is Good merchandise that will help Spread Good Vibes™ to your workplace.



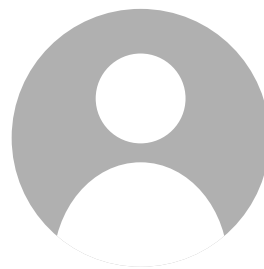
Cheryl Sina
Community Engagement
Manager and *one by one*®
Coordinator

In [Remarkable Moment](#), Cheryl Sina showcases an organization that provides on-the-job training for older adults and people with disabilities. Sina, a member of the 4imprint team for 24 years, has coordinated the *one by one*® program since its creation in 2006.



David Vignali
Social Media Specialist
4imprint

Our new [Swag Master](#) makes learning a family affair with giveaways to make online parenting classes easier. Social media specialist David Vignali, a member of the 4imprint team for 8 years, thinks this story is more than a relative success.



You!

Customers and staff stay powered up with cool tech swag. In [Overheard](#), our customers' SwaggingRights® stories show you the giveaways that are the coolest way to network.

#SwaggingRights®

Keep them amped with cool tech swag

4

Jayson

We use the USB to put our volunteer applications for our organization to make it easier to get our files to prospective volunteers at trade shows instead of using paper.



4

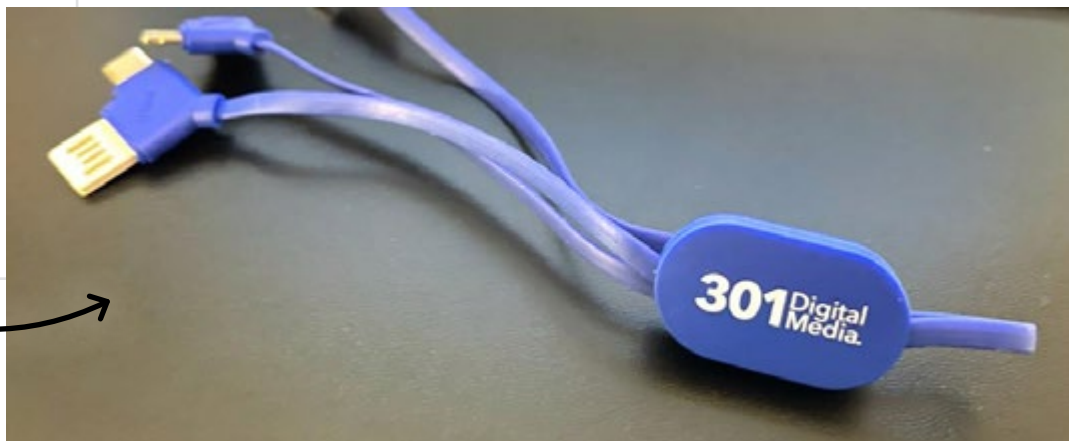
Taylor

We ordered these sleek power banks to include in a fun fall-themed swag pack we are creating. We hope our referral sources will find good use in them. The small size of this power bank makes it easy to just throw in your night bag to keep your electronics charged up while on the go!

4

Andrew

We're including these in an end-of-year swag pack for clients, vendors, and our team.



4

Lynn
Presentations on campus for financial literacy are always better with giveaways! Students are excited to get extra supplies and items they can use every day.




Nora Elementary PTO
Today we're shouting a big THANK YOU to the folks at 4imprint for donating 175 pairs of earbuds to the PTO!

Earbuds break easily, and kids aren't always gentle. This donation will allow our staff to quickly and easily replace earbuds as needed, and to provide them for those that may not have them. Thank you, 4imprint!

4

Michele
Our organization organizes a number of workshops and meetings for our member agencies. Often there is a fair amount of paperwork that is provided to participants. Our plan is to use these memory sticks to provide meeting materials to participants rather than pages of printed material!



 Check out our Pinterest® boards for [cool tech swag](#) for staff and customers that will have prospects, clients and team members clicking into your brand.



COVER STORY

Community-based marketing

By Maggie Manley

How to create a community around your brand >>



The Eugenia H. Young Memorial Library needed a new bookmobile to reach its most rural residents. When Dr. Betsy Jones and the [Friends of the Library](#) group in Shelby, North Carolina, decided to raise funds, Dr. Jones knew getting the word out would be key to reaching their goal.

While part of the cost was covered by grants, the Friends of the Library group was tasked with raising several thousand dollars for the vehicle, technology and materials to bring the project to fruition. To do this, the group turned to the loyal members and shoppers who frequent its used book sales.

“We send membership requests and yearly reminders, and people join for a small fee,” Dr. Jones said. “But our biggest fundraiser is our book sale.”

People also began noticing the group’s logo on [tote bags](#) shoppers received with each book sale purchase.



Perfect for everyday use.

“People love the tote bags,” Dr. Jones said. “They’re high quality, plus people can use them for more than just books, so they’re multi-use.”

By increasing its brand’s visibility, the Friends of the Library group cultivated a loyal community that helps make its goals attainable.

Customers and clients that know your brand are an asset. They’re [often willing to spend more](#) and are more likely to make purchases and promote your organization through word of mouth. [Community-](#)




[based marketing](#), which involves bringing together a group of people with common interests or goals, is an important step in building awareness and loyalty. Read on for tips on how to create a community around your brand.


1. Know your audience

Knowing your audience can help your organization provide information and content tailored to their needs. Dr. Jones and the Friends of the Library group did their own market research to discover their members were primarily older females who preferred traditional mail communication.

“We decided to focus on traditional mail because many would choose not to share their emails or didn’t have one,” she explained. “That’s also how we send out information about events we host.”

Try one of these methods to narrow down your target audience:

 **Elicit feedback:** Send surveys to your email list, or after a customer makes a purchase, to get feedback on their characteristics and the type of content they’re interested in.

 **Research competitors:** If you can determine what kind of customers engage with other organizations like yours, use that info as a shortcut toward understanding your own target demographics.

2. Use social media

Social media is a powerful tool for building community. Users interact with each other and directly with your brand, strengthening ties and loyalty. A 2020 survey revealed that [90% of customers made purchases with brands they followed on social media](#), and 75% increased their spending with those same brands.

When [The Wine Company](#), a fine wine and spirits distributor in St. Paul, Minnesota, wanted to increase brand awareness and loyalty among its customers, the team made social media integral to the strategy.

“Social media has more of a presence in our business now,” Jacob Stoltz, graphic designer, said.

“We try to engage customers that way a lot more now. We post multiple times a day,” Stoltz said.

To spread the word about the company’s social media accounts, they ordered [Wolverine Pens](#) imprinted with the



company’s social media handles for prospects to use at a large wine tasting event.

“All the guests have a packet to write their orders and notes during the event,” he explained. “They need a pen, but it’s also a giveaway. Adding the social media handles was new because we’re trying to put the word out there that we have these accounts.”

Wolverine Pen



Get noticed with custom styling.

90%

of customers made purchases with brands they followed on social media.





The event was a success and afterward, The Wine Company saw a huge spike in social media engagement. They've also seen an increase in new, younger and more diverse attendees at their events, which they credit to social media and branded giveaways.

3. Host events

Events are a great way to bring people together to bond over shared interests, as well as establish your brand's credibility as a leader. Brainstorm experiences your audience would appreciate.

The Wine Company's tastings and the Friends of the Library's book sales and author talks provide excellent models. Engage your community with VIP access to tickets or other perks, such as special seating or promotional product giveaways they can take home with them after the event is done.

4. Be genuine

Members of your community crave authenticity and connection, so make sure that your content fits their needs. [Irrelevant content or posting too many ads](#) are two of the top reasons customers unfollow brands on social media. Be thoughtful about the content you share. Participate in discussions, offer exclusive behind-the-scenes videos or helpful informational blogs that will stoke your community's passion about your shared interests and values.

5. Be consistent

As your community grows, prioritize consistency in your messaging. Maintaining a reliable presence can [help you build trust](#) with your audience over time. Consumers that view your organization as reliable and trustworthy will feel more engaged and will help grow your community through word of mouth.

For Dr. Jones and her Friends of the Library group, consistency is key in expanding their reach. Their large, semiannual sale and smaller, monthly pop-up events draw crowds who know when to look for deals.

“We promote our book sale on social media and we do have a lot of repeat customers who know our sales are always at the end of the month,” she said.

Community-based marketing creates associations

Creating a community around your brand is easy. Community-based marketing efforts help you get to know your audience. Connect via social media, events and by maintaining a genuine and consistent presence. You’ll foster feelings of connection that will pay off big time for your organization. [4](#)

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

Exclusive giveaways any community will love



Show off your membership with style.



PRODUCT HIGHLIGHT

Life is Good®



By Suzanne Worwood



Bring the power of optimism to your workplace >>



There is power in optimism. Brothers Bert and John Jacobs say spreading that simple mantra is the mission of their company, Life is Good®. Since 1994, Life is Good has been dedicated to spreading the power of optimism. What started with a T-shirt and three simple words is now a wide range of products designed to inspire. At 4imprint, you can bring these positive vibes to your organization, placing your logo on apparel, mugs, Koozie® can coolers and more items featuring Life is Good's uplifting art.



Founders of Life is Good®, brothers Bert and John Jacobs

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Life is Good's Crusher Tee

With your logo on the front and a Life is Good graphic on the back, Life is Good's soft and comfy [Crusher Tee](#) makes everyone feel great.

Life is Good
Crusher Long
Sleeve Tee




Choose an iconic Life is Good graphic to complement your brand.

Hoodies for maximum comfort and positivity

The [Life is Good Simply True Hoodie](#) is made from cozy heavyweight cotton, while its stretchy side panels create a flattering fit. A twill patch on the lower pocket reminds wearers to stay optimistic. Your logo embroidered on the left chest creates positive associations for your brand.




 Life is Good Simply True Hoodie

Life is Good's Jake relaxes on one side, while your logo chills on the other.



 Life is Good Can Koozie® - Adirondack



 Life is Good Koozie® Vacuum Insulator Tumbler



Koozie® keeps customers (and beverages) chilled

[Life is Good Can Koozies](#) are the ultimate chill giveaway. They sport iconic images, such as the brand's Jake in an Adirondack chair, original logo or 4WD vehicle, on one side and your logo on the other. There's also the [Life is Good Koozie Vacuum Insulator Tumbler](#), which is perfect for cans, bottles and beverages.

Refresh® bottles keep positivity flowing

Celebrate the outdoors with [Life is Good Refresh® bottles](#), available only at 4imprint. These vacuum-insulated stainless steel bottles with a screw-on lid design keep their beverage hot or cold for hours, making them perfect for picnics, hikes or just soaking up the sun's rays.

Good branding is made easy! →



Life is Good Refresh Mayon Bottle - Hiking Jake

Fueled by optimism (and coffee)!

A [Life is Good coffee mug](#) will start clients' or employees' days with a generous dose of positive energy. Your full-color logo is featured prominently alongside a Life is Good graphic on this classic white mug.

Spread the power of optimism with Life is Good®

Celebrate your team and organization with apparel and drinkware from the original positive lifestyle brand. [4](#)

Looking for more information about Life is Good wholesale merch?
Email 4ideas@4imprint.com with questions.



Customizable promo items key in cutting costs

By Maggie Manley

Branded keychains benefit the bottom line



Business challenges can sometimes call for simple, smart solutions. Heavy-equipment rental and sales company Howard McAnear Equipment Company noticed its equipment rental customers were forgetting to include the keys with their returns, so equipment maintenance advisor Jeremy Branstetter brainstormed how to reduce business costs without inconveniencing customers.

Equipped to help clients

For over 30 years, Howard McAnear Equipment Company has rented and sold heavy equipment for major construction companies, major land developers, demolition companies and more.

As opposed to smaller equipment rental companies who might rent forklifts or mini excavators for days or weeks, Howard McAnear rents larger pieces of heavy equipment for periods of up to three years. After the rented machines are returned, they are sold to make room for new machines.

“We’re continuously rotating that inventory,” Branstetter said.

This allows Howard McAnear to constantly upgrade its fleet and offerings to help customers meet their needs.

Constructing reminders with customizable promotional giveaways

Branstetter noticed a problem, however. Often, customers were forgetting to return their keys when turning in their rented machines.

“About 95% of the time, that key would not come back,” Branstetter said. “And while that doesn’t seem like a huge deal, I was having to buy 600 keys twice a year.”

When you consider the significant cost of replacing a single key—\$13 to \$16 depending on the brand—it’s easy to see how this cost would add up.



“Even if I wanted to purchase aftermarket keys, we were still looking at spending around \$975 twice a year,” Branstetter said. “And there were problems with aftermarket keys, which only worked in the ignition and not some of the other things, like locked toolboxes.”

Branstetter decided to try a different approach. Rather than just verbally reminding customers to return their keys, he ordered [Square Soft Keychains](#) imprinted with the company name and phone number, along with a reminder message to return the keys with the rented equipment.

“The truck drivers who deliver the equipment tell us that this is one of the best things we’ve done to actually get those keys back,” Branstetter said.

“I’ve had our inspectors mention it, and our owners have commented on the fact that we haven’t had to purchase keys.”

Branstetter estimates that around 90% of keys are returned with the equipment since the keychains were included with the customers’ rentals.



“We didn’t charge that cost back to the customer, so that was a cost our company would absorb on an annual basis and adds up over time,” he said. “Now we don’t have to do that.”



Branding reminders that pull heavy duty

When Howard McAnear Equipment Company determined how to reduce business costs, customizable promo items made a logical and effective solution. That’s the key to meeting customers’ needs and improving the bottom line. [4](#)

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



Relative success

By Dave Vignali

Family giveaways

[Cope Family Center](#) helps parents manage stressful situations and challenging life events so they can give their children a brighter future. See how family giveaways play a role.



★ Nurturing healthy families

Cope Family Center provides education, resources and support to more than 800 families per year, reaching more than 1,600 children. The organization also offers emergency aid and crisis intervention and long-term support, like home visiting and parenting classes, where parents can learn skills and strategies for handling a range of parenting situations.

★ Branded gifts for online learning

Parenting class participants receive learning materials for the program's curriculum and parent giveaways to make online learning easier. A notebook and branded [pen](#) are perfect for taking

important notes. [Portable power banks](#) provide a helpful charge for parents using their phones to attend class. [A smiley phone holder](#) makes viewing presentation slides a cinch.

The center also sends helpful family giveaways, like [beach balls](#) and [coloring books](#), to keep children occupied while parents learn.

★ Helping caretakers take care

This Swag Master provides useful and fun family giveaways that make learning a family affair.

TREND

How to support employee mental health

By Maggie Manley

Building blocks for better staff mental health





Ideas for supporting employee mental health in your office



Build a culture of connection



Offer and promote resources



Have open conversations



Encourage self-care

In a growing movement, workplaces around the globe are focusing more on employee mental health. In fact, [90% of employers](#) think mental and behavioral health in their organization was affected by the pandemic. More than three out of four (77%) report concern about these effects.

Emphasizing staff mental health may result in [increased performance, better retention and improved creativity](#). Research suggests that [for every \\$1 spent, organizations may see returns of up to \\$4](#).

If your organization is interested in supporting employees' mental health, consider these steps.



Build a culture of connection

Creating a sense of belonging among staff can do wonders for their mental health.

A sense of belonging can be a [protective factor in warding off negative feelings associated with stress and anxiety](#), which impact about [25% of workers](#) weekly.

People with a strong support system are often more resilient and have higher self-esteem. To build authentic relationships:

- ✓ Be intentional about setting aside time to ask about your associates' lives and feelings.
- ✓ Use an open-door policy for employees to share.
- ✓ Plan optional activities for employees to connect and relax.

Offer and promote resources

Consider offering resources, such as [employee assistance programs \(EAPs\)](#), mental health coaching, behavioral health apps or team guided meditation sessions. Whatever resource your organization offers, promote it in onboarding and beyond.

Have open conversations

[Seventy-nine percent of employees](#) believe mental health awareness campaigns would help reduce the stigma in their workplaces. By encouraging honest conversations about employee mental well-being, leaders are helping to break down barriers and build trust.

Susan Goll, executive director of the [Canadian Mental Health Association \(CMHA\)— Wood Buffalo Region \(Alberta\)](#) office in Fort McMurray, Alberta, sees encouraging signs that more employers are opening up about mental health. “I think there are more conversations happening in the workplace,” she said. “We’re seeing more requests to come into businesses and present on mental health and what mental health supports might look like.”

79% of employees believe mental health awareness campaigns would help reduce the stigma in their workplaces.

To help spark conversations, the CMHA – Wood Buffalo office outfitted its Board of Directors with [padfolios](#) imprinted with the organization’s logo. The branded items give mental health visibility in meetings, trainings or other events.

“These identify our Board of Directors—who are all volunteers—as people who can speak about mental health. They identify our volunteers as someone who’s approachable,” Katie Reddy, mental health coordinator, said.



Encourage self-care

Employers can go the extra mile by supporting self-care practices in the workplace, such as encouraging employees to take breaks during the day, allowing flexible work schedules or allocating PTO or mental health days when employees need them.

Lydia Sanabria, Founder of [A.R.I.S.E. Community Solutions](#) in Glendale, Arizona, says helping employees take care of their own mental health is a critical step. “Stress and anxiety are at an all-time high,” she explained. “We have quite a few patients that come in dealing with daily life stressors, like work, childcare, commuting or their schedules.”

Sanabria says that employers being open to options like flexible work can help employees reach a more comfortable work-life balance, which can improve mental health. For example, if clinicians at the A.R.I.S.E. office have trouble finding childcare for a particular day, she will help them block the time to balance work and family obligations.

“They’re super practical, great for organization and are very visible in case someone needs to talk. It’s important to have that initial conversation,” Reddy said.



Pedova
Zippered Padfolio

The organization uses pens imprinted with its contact information for community outreach events. When people experience a stressful event or crisis, the [pens](#) remind them they have somewhere to turn for support. “A lot of providers are doing the best they can,” she said. “Getting out in the community to show that we are here for them is key.”

Support the whole person with employee mental health initiatives

Taking purposeful steps toward supporting employee mental health can help your team thrive. [4](#)

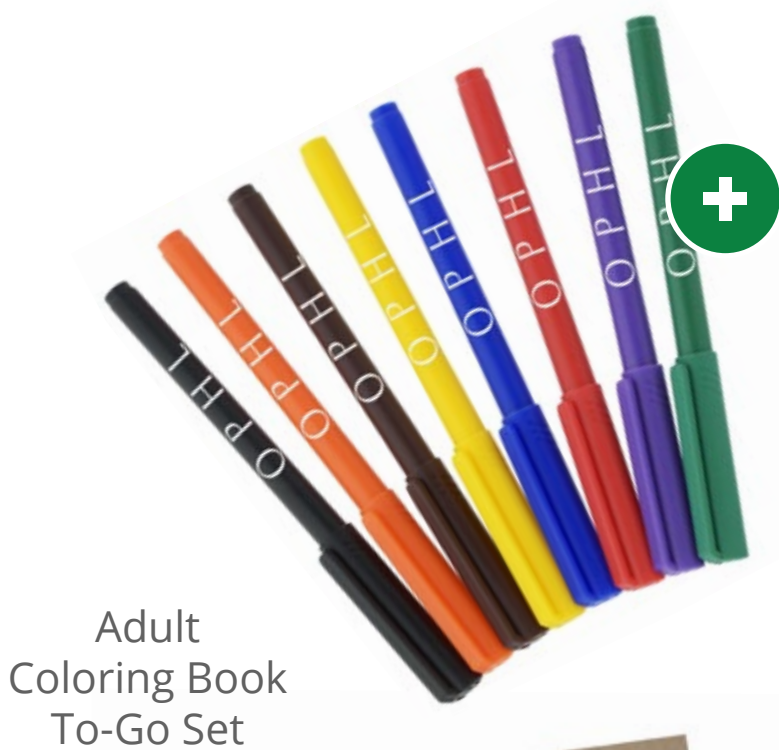
Looking for more information about this topic? Email 4ideas@4imprint.com with inquiries.



Javelin Pen

Branded items remind people it's OK to ask for help.

Gift a proven stress reducer to teams or customers



Adult Coloring Book To-Go Set

Fine Point Felt Tip Pen Marker

Neoskin Soft Cover Journal



Encourage employees to take breaks throughout the day.



Brewing confidence with branded coffee mugs

By Cheryl Sina

Graduating with perks

For older adults and people with disabilities, job skills training can maximize confidence and help break down barriers. [Grounded Café](#) empowers people of all ages and abilities to gain food industry experience. By partnering with local schools, agencies and volunteers, trainees are enrolled in various programs where they gain necessary skills to work in all parts of the café. When they complete their job skills training, graduates receive branded coffee [mugs](#) imprinted with the café's goal, "Celebrate Abilities." Talk about meaningful perks!

Note: Grounded Café was the recipient of a 4imprint [one by one](#)® grant.

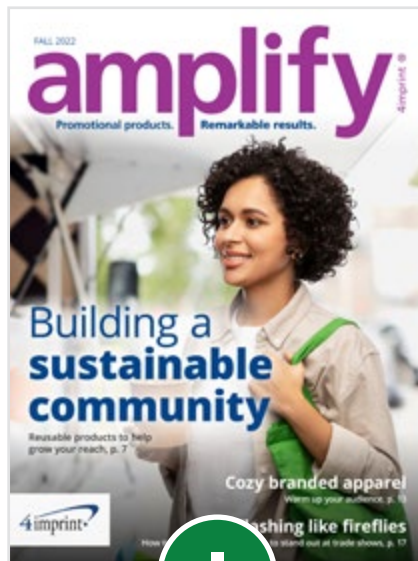


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Check out past issues.



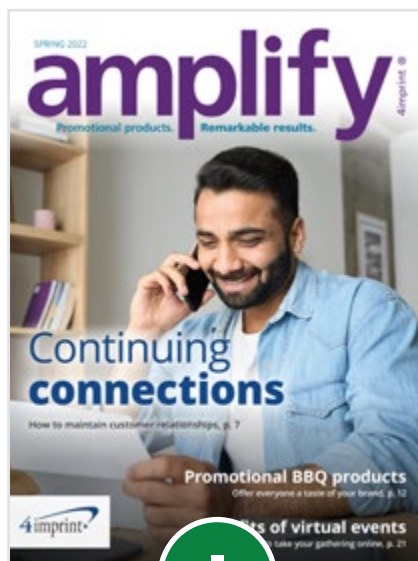
Winter 2023



Fall 2022



Summer 2022



Spring 2022

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