

SPRING 2024

amplify

4imprint®

Promotional products.

Remarkable results.

Creative ways to show you care

Business care package ideas to create an unforgettable experience, p. 7

Top outdoor promos

Promo products perfect for summer events, p. 12

Connecting with volunteers

Thoughtful gifts strengthen bonds, p. 25

Photo credit: Briley Kemper



Win \$500 for promotional products! >>

The power of the unexpected



Kevin,
with 4imprint
33 years

Think of the last time you were pleasantly surprised. Was it something unexpected?

In this issue of *amplify*, we'll look at ways customers turn unexpected gestures into unforgettable experiences. Here are just a few examples:

- Wesco Turf delights customers by including yellow rock 'n' roll rubber ducks with orders—an unexpected bit of fun for customers and a sales boost for the company. ([Lasting Impressions, p. 18](#))
- Harding University delivers practical gifts at the perfect moment during its alumni cruise. ([Cover, p. 7](#))

- Belmont Cabinet Co.[®] acknowledges employee contributions with unique celebratory videos and Belmont Bucks to buy company swag. ([Swag Master, p. 20](#))

We hope these stories help you discover new ways to surprise and delight prospects, customers and team members.

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

Kevin Lyons-Tarr, CEO
4imprint

Are you using promo products to create pleasant surprises? We'd love to hear more. Email 4ideas@4imprint.com and tell us about it.

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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.



Creating an unforgettable brand experience transforms audiences into loyal fans. *amplify* [Cover Story](#) explores different ideas on how to do so. Two customers, Harding University and Major Health Partners, are excellent examples.

Meet this month's featured contributors



Suzanne Worwood
Senior VP, Merchandising
4imprint

Summer is just around the corner. In [Product Highlight](#), Suzanne, who's been with 4imprint for 28 years, offers promo ideas for outdoor events.



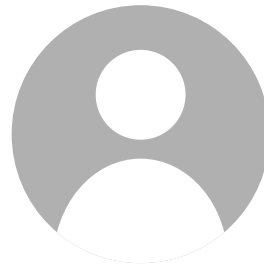
Cheryl Sina
Community Engagement
Manager and *one by one*[®]
Coordinator
4imprint

In [Remarkable Moment](#), Cheryl showcases an elementary school that's building community spirit. A member of the 4imprint team for 25 years, Cheryl leads our community engagement efforts and coordinates the *one by one* program.



Dave Vignali
Community Outreach
Manager—Sponsorships
4imprint

Dave, a 4imprint team member for 9 years, focuses on building relationships within our community. He spotlights Bellmont Cabinet Co. as this issue's celebrated [Swag Master](#). The company's Bellmont Bucks put a clever twist on employee appreciation.



You!

A bag of swag is a bundle of joy. In [Overheard](#), our customers show you the [#SwaggingRights](#)[®] stories and swag bag ideas that help them succeed.



#SwaggingRights®

Unpacking swag bag ideas



We got a backpack and the multi-tool for our Intern Experience ... Everyone loved them and the little multi-tool was a huge hit!

Tara



We handed out swag bags to our employees at our annual event!

Elena



The PolyWeave® Travel Pouch was the perfect VIP swag bag gift for a recent conference. ... The pouches are super durable, easy to transport, and a great option for conference or company swag.

Jillian



Our team overheard these customers brag about their swag!



We wanted mugs for our 50th High School Reunion and they turned out great! The mugs are bright and bold and set the theme for our table settings and centerpieces. And best yet, at the end of the evening, everyone went home with a commemorative mug to mark the special occasion.

Luisa 



These tote bags were perfect for holding our Women's Wellness Essentials at our community events.

Anissa 



We're just about ready to launch into Day 1 of #GoForLaunch Bismarck-Mandan ... Stellar supplies all ready for the students. Let's get ready for #STEM!

Higher Orbits 

 Find the perfect vessel for your [swag bag](#)!



Business care packages create unforgettable experiences



Creative ways to show you care





As the sun cast a golden glow over the Alaskan waters, cruise passengers wrapped themselves in a plush blanket bearing a familiar logo. It's the mark of the passengers' alma mater, Harding University, a liberal arts college in Searcy, Arkansas. The blankets were the university's way of welcoming guests to its alumni cruise.

“We thought about what items our guests might need that would specifically be useful for the cruise, or that they might forget to pack,” said Teresa Castleman, meeting and tour planner. “The weather was going to be chilly, so I thought they would appreciate a warm blanket for sitting on their balconies and enjoying the scenery.”

While blankets awaited passengers when they arrived in their cruise ship cabins, the university's welcome began the moment guests boarded the ship. Upon check-in, Harding University greeted each alumnus with a seasonally appropriate welcome gift—an umbrella.

“The coast of Alaska can be rainy during the time of year we were there, and I didn't think people would think to bring

an umbrella,” Castleman continued. “It was fun to see all of our guests with their matching umbrellas at the pier and on excursion tours.”



42" Folding Umbrella with Auto Open

Ultra Plush Blanket



Provide a cozy welcome with a super-soft blanket



Care packages to surprise and delight

When Harding University tour planners brainstormed business care package ideas, they tapped into the powerful combination of surprise and delight. They recognized cruise passengers would be surprised to receive umbrellas on arrival and find blankets in their cabins. And they correctly anticipated passengers' delight at receiving gifts that would make their trip even more enjoyable.

Harding University is not alone. [Organizations that personalize experiences enjoy 40% more revenue](#) than those that do not. Personalization demonstrates caring about customers' unique wants, needs and preferences. Promotional products

help ensure recipients remember their experience each time they use them.

“To me, the real value of promotional products is in how they connect guests to the event. They are something to take home and remind them of the warm feelings they had while they enjoyed their time here,” Castleman continued. “We want to spark and maintain a connection from an emotional place. It’s important to engage with people through their feelings.”

Organizations that personalize experiences **enjoy 40% more revenue** than those that do not.

Source: [mckinsey.com](https://www.mckinsey.com)



“To me, the real value of promotional products is in how they connect guests to the event. They are something to take home and remind them of the warm feelings they had while they enjoyed their time here,” Teresa Castleman said.

Care packages to save lives

[Major Health Partners](#) is another organization that goes above and beyond by using care packages. This healthcare system in Shelby County, Indiana, knows colon cancer screenings can be intimidating and overwhelming for some patients.

Gena Linville, director of marketing; Kelli Burnett, RN and surgical navigator; and Darlene Wilson, MSN, MBA, director of quality management, are using that insight to spearhead an attention-getting colonoscopy campaign. The campaign provides a practical reward to patients who schedule a colonoscopy: a [Koozie® Rolling Cooler](#) or [Flex Cooler](#) containing everything for the procedure's prep, including medications, clear liquids and broth.



Flex Cooler

Koozie Heathered Tailgate Rolling Cooler

“Our patients really appreciate the prep and being rewarded for putting their health first,” Linville shared. “It’s so convenient for them to have everything they need to prep for their colon screening in the cooler; otherwise, they would have to go out and get these items on their own.”

Linville, Burnett and Wilson rely heavily on primary care providers to help champion the cause. To get the word out, they deliver rack cards advertising the free cooler promo to 26 doctors’ offices so physicians can distribute the rack cards to patients during wellness visits and encourage them to schedule their colonoscopies.



A public-facing campaign further amplifies the message, directing people to a landing page where they can learn more and schedule their screening. “The first year we started this program, we completed 363 more colonoscopies than we did the year before,” Burnett said.

Even more importantly, organizers say that without the campaign, some patients may not have discovered they have colon cancer. “Part of our goal for this promo was to catch more cancer cases at stages one and two versus three and four, which is much easier to do when patients consistently get screened,” Wilson said. “We’re so pleased we’ve accomplished that goal and moved the needle back.”



“The first year we started this program, we completed 363 more colonoscopies than we did the year before,” Burnett said.

Business care package ideas connect with needs

As both Harding University and Major Health Partners learned, the key to successful business care packages is understanding both what recipients require and when they must have it. By anticipating their needs and timing care package ideas to meet those, recipients feel the organization’s care. That feeling is likely to stick with them each time they use their promotional products. [4](#)

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Top outdoor promos for summer events

By Suzanne Worwood



Hand fans, sport flyers and more are a breath of fresh air >>

Sunshine. Fresh air. Warm temps. It's outdoor events season, and that presents the perfect opportunity to take your brand to the great outdoors. Here are a few fresh ways to do just that.

Logo-ready hand fans get messages across in a breeze

Make the most of classic [Hand Fans](#)' full-color advertising by adding an agenda, instructions, game times and more. Or give event attendees a bonus with a coupon to a local ice cream shop. Need something more durable? Try [Breezin' Plastic Hand Fans](#). The die-cut handle makes them an ideal choice for walking tours, garden walks, concerts and seated events. Or hand out [Twist and Chill Fans](#) or [Water Spray Misting Fans](#) guests will want to keep with them all summer long.

Keep guests cool at a variety of events



Breezin' Plastic Hand Fan



Water Spray Misting Fan



Twist and Chill Fan



Hand Fan

Branded shades put your logo in the (sun) light

When your team is planning to participate in an outdoor event, like a 5K run/walk, road or trail cleanup, or garden tour, branded sunglasses help protect eyes while building brands. With a wide range of sunglass styles, including [Risky Business](#), [Tie-Dye](#), [Airman Aviator](#) and [Life is Good®](#), you can choose the look that fits your event and your team's personality. Each team can choose its own theme when you offer different colors or styles of sunglasses, helping build camaraderie and encourage teamwork.



16" Beach Ball



Risky Business Sunglasses



Airman Aviator Sunglasses



Tie-Dye Sunglasses



Life is Good Sunglasses



Kick off brand recognition with logoed beach balls

On land or in the water, eventgoers will have a blast bouncing [16" Beach Balls](#). And when they leave the outdoor event, the balls will make their way to neighborhood pools, parties and picnics.



Koozie can coolers help them sip in style

[Collapsible Koozie](#) can coolers help keep beverages cool. Best of all, they serve as a lasting reminder of your outdoor event as recipients use them for tailgating, barbecues, picnics and more. Offer can coolers in different colors to help teams easily identify co-workers from other departments at company-wide events or to offer a visual way of celebrating differences during diversity training. Bonus: You can hand out [slim versions](#) when serving bottles or tall cans.



Collapsible Koozie

Koozie Slim Can Cooler



Flashing LED Bracelet



Flashing LED Bracelet - Multicolor

Enhance your outdoor event with fun promos

Light up your outdoor events

For nighttime outdoor events, [Flashing LED Bracelets](#) help bring the fun. [Multicolor versions](#) liven up nighttime carnivals and sporting events even more.

Brand visibility takes a hands-on approach with temporary tattoos

Recipients can easily apply [Custom Temporary Tattoos](#) at any event. These tattoos are available in full color and come in a variety of sizes, ranging from 1-1/2" to 4".



Custom Temporary Tattoo

Sport Flyers help your summer event take flight



Opaque

Translucent

Glow in the Dark

Flyers put a new spin on your brand

Your brand will literally take flight when you add your logo to flyers and hand them out during outdoor events. Toss these classics with the team—available in [opaque](#), [translucent](#) and [glow in the dark](#). Or offer [Fold Up Flyers](#) for easy fold-and-go fun.

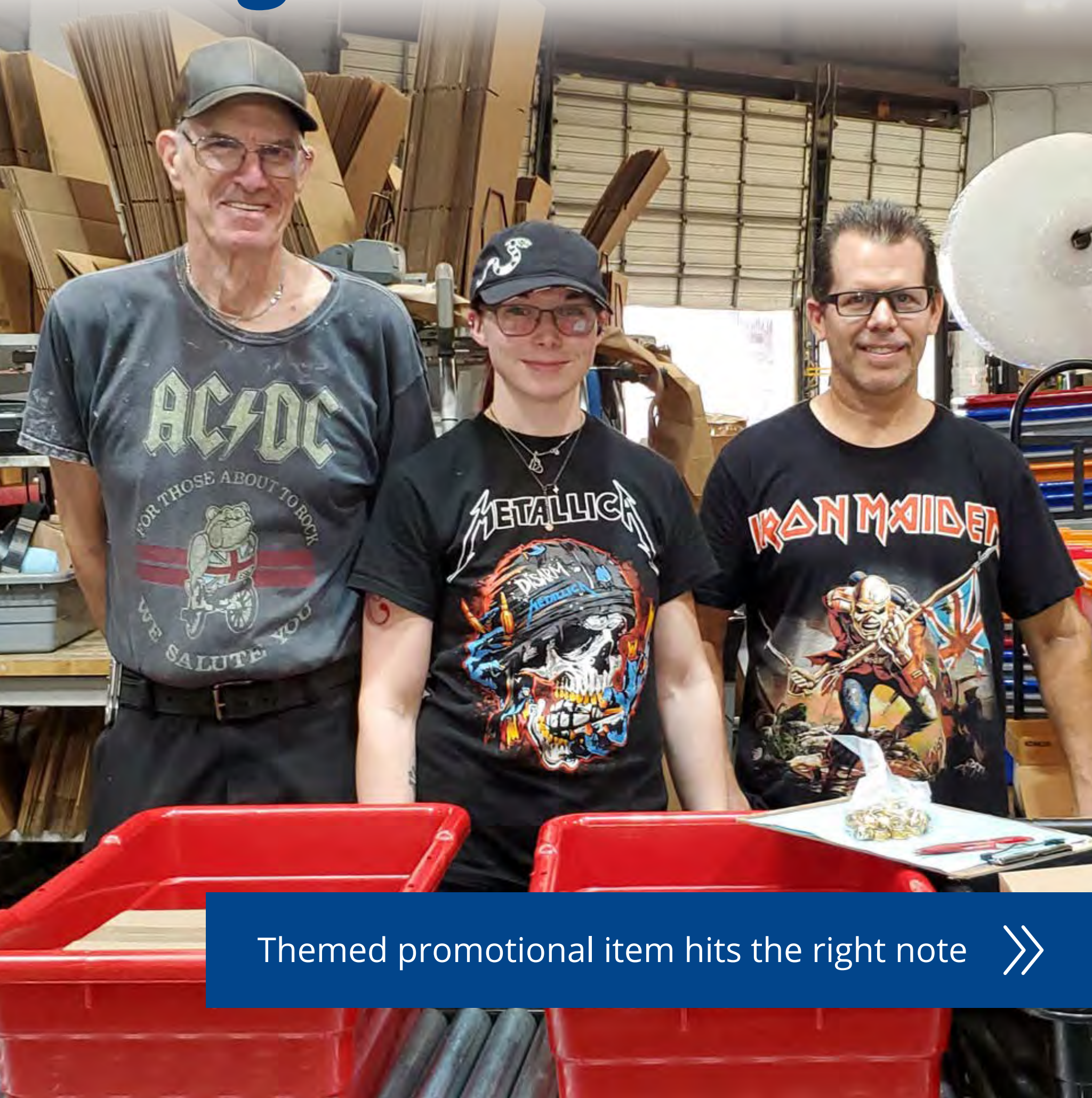


Put summer swag center stage at outdoor events

From fold-up fans to blow-up beach balls, tap into a variety of outdoor promos to help enhance your summer events. [4](#)



Rock 'n' roll day drives surge in sales



Themed promotional item hits the right note





Wesco Turf, a golf and grounds provider in Sarasota, Florida, has seen firsthand how putting a playful twist on the buying process can lead to significant sales growth. Since 2017, the 221-employee company has designated a day as “Duck Day,” a promotion during which the company sends ducks with each order. Each duck contains a number customers can enter to win a prize—just like the beloved carnival game.

branded [outdoor rocker chairs](#)—the perfect prize to keep the theme going.

Rocking results

Simply put, the campaign rocked. The rock ‘n’ roll-themed promotion lifted both engagement and sales.

“We had about 70-75% engagement, meaning we know how many ducks were sent out and how many people entered the contest to win the rocker chair,” said Candy Mizer, director of parts marketing, noting the company experienced a 33% sales increase for the one-day sales event.



In recent years, to keep things interesting, Wesco Turf has incorporated different themes to the Duck Day promotions. This year, customers received rock ‘n’ roll-themed ducks. They used the number on their duck to enter to win one of 15



For this promotion, the marketing and sales team got other employees to back the promotion too. Customers could feel the energy both at the company's location and via social media.



“A lot of our employees dressed up in rock ‘n’ roll T-shirts to share on social media and for walk-in customers to see,” Mizer continued. “And for a [video announcing the promo](#), one of our employees played the electric guitar and another one did the voiceover.”

Promos people remember

Innovative strategies and themed promotional items can create memorable experiences that resonate with your audience. For Wesco Turf, the biggest sign of success is that customers requested an encore.

“If it’s been a while since we’ve done a Duck Day, customers will call us asking when we’re doing one,” Mizer said. “They absolutely love engaging in the promotion.” [4](#)

Do you want to be featured in amplify? Email 4ideas@4imprint.com to share your organization’s story!

“...customers will call us asking when we’re doing [Duck Day],” Candy Mizer said. “They absolutely love engaging in the promotion.”

Make a splash with other quack-tastic promotional items



Paws and Claws Sportpack



Rubber Duck



Cork Coaster



Sidekick Shorty

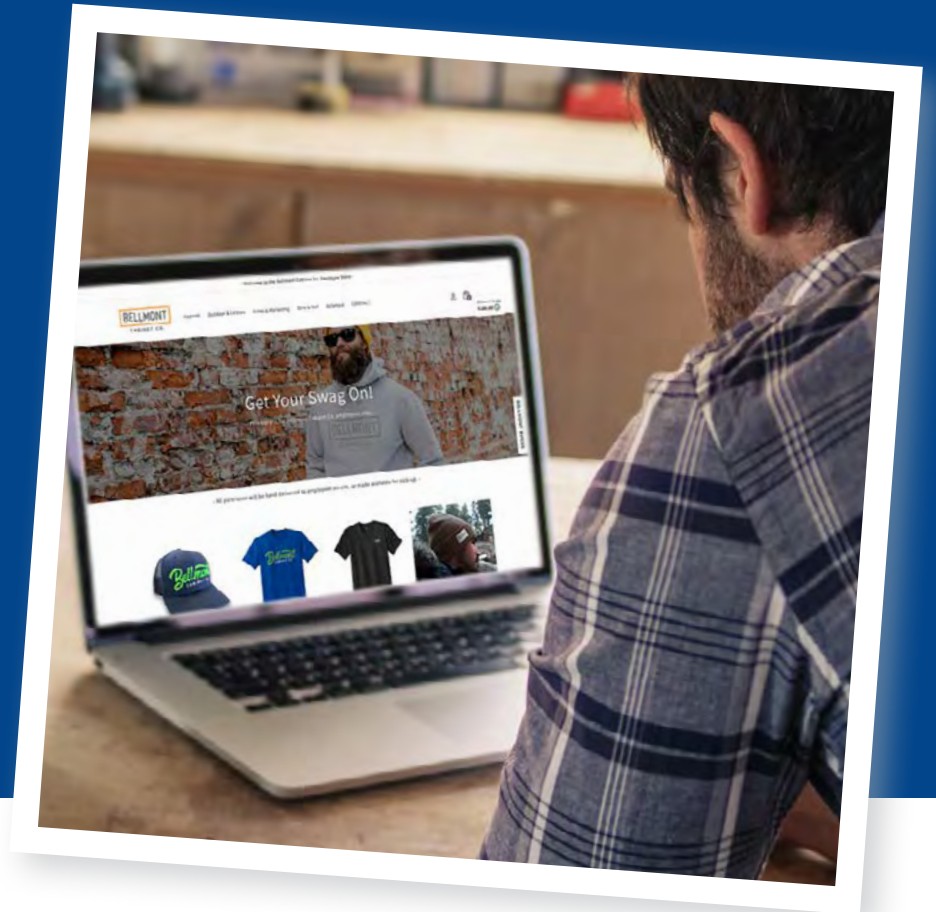


Bellmont Bucks buy branded swag for employees

By Dave Vignali

Employee rewards build pride

Sumner, Washington-based [Bellmont Cabinet Co.](#) has mastered the art of employee recognition. Team members are awarded Belmont Bucks for work anniversaries, winning department competitions, putting in extra effort and more. They use their Belmont Bucks to buy branded swag for employees.



★ Online and on the go

Stocked with branded products for employees, Belmont Cabinet Co.'s store can be shopped online or in person. During special events and celebrations, team members can grab the items they want—on the spot—from a cart filled with promotional merch. From [backpacks](#) to [carpenter pencils](#), the online store and promotional merchandise carts feature a wide selection of branded swag for employees.

“We choose items that are either recreational, like [camping chairs](#), or that people can use at work, like [apparel](#),” said Chris Cowan, brand manager. “We like useful swag that people

actually want, like [umbrellas](#), which are perfect for our rainy Northwest weather.”

★ Celebrating team members

While Belmont Bucks are given for a variety of reasons, leaders roll out the red carpet when celebrating employee work anniversaries. After being treated to lunch and watching a tribute video, team members get to spend their newly awarded currency on merch they've had their eyes on. The company recognizes this is more than branded swag for employees—it's a way to show team members they are valued and appreciated.



TREND

Energize educational engagement



See the top learning trends in action





Portland Metro Fire Camp, a three-day event held twice every summer, introduces young women ages 16 to 22 to firefighting activities. The Portland, Oregon, camp gives attendees hands-on experience with vehicle extraction, hose handling, chainsaw operation, and search and rescue operations, with a focus on boosting confidence, leadership skills and teamwork.

Portland Metro Fire Camp uses microlearning to connect

Fire Camp puts microlearning, one of 2024's top adult learning trends, at its core. Fire Camp planners break firefighting into a series of smaller modules. Using this training method, learners obtain firefighting skills in small, digestible bites.

Use of microlearning is spreading far beyond Fire Camp. Google®, Cisco® and Walmart® are [among the companies using microlearning](#). Key to this method's popularity: Microlearning sessions are short, sometimes taking as little as one minute. Lessons can be delivered with video, audio, graphics, quizzes and more.

Microlearning's efficiency helps overcome the top reason companies say they don't invest in continued employee training: [lack of time](#).

Throughout the three-day Fire Camp event, campers learn a series of firefighting techniques. Interspersed are lessons on nutrition, physical fitness, interview skills and more. Each accomplishment builds on the others. "It's just the most amazing camp," said Julie Baggs, Portland Fire and Rescue administrative specialist. "The energy is just phenomenal."

Microlearning's efficiency helps overcome the top reason companies say they don't invest in continued employee training: lack of time.



Source: [shrm.org](https://www.shrm.org)

The camp is run by women firefighters, and in all, about 100 campers take part every summer. Organizers reach out to the area's underrepresented communities and visit high schools to connect with girls who could benefit from the mentorship and peer support the camp provides.



At an end-of-camp graduation ceremony, participants receive a gift bag. Last summer, organizers chose an [adhesive notes book](#) to tuck inside. Most participants are students who can use the adhesive flags and notes when studying. Of course, that wasn't the only reason for selecting this gift. "With

having the logo on the front, I thought every time they looked at that book, they would remember the amazing things they accomplished at that fire camp," Baggs said.

Incorporating trivia gamifies learning

[Island Transit](#) takes a different approach to adult learning. A public transit agency in Island County, Washington, it has up to 32 buses on the road at a time and serves an area with a population of about 80,000 people.

Tony Sanseri, Island Transit outreach coordinator, said their priorities include teaching people how to use their services and how to do so safely. They regularly give presentations, hand out printed materials and run a travel training program. Island Transit takes it one step further by gamifying learning.

The program is designed for people hesitant to take the bus for a variety of reasons, including language barriers and disabilities. To ease their concerns and demonstrate safe behavior, Island Transit employees explain things step-by-step during ride-along events. "Oftentimes when there's a group involved, during our trip we'll do some trivia," Sanseri said.



Sticky Book

"With having the logo on the front, I thought every time they looked at that book, they would remember the amazing things they accomplished at that fire camp," Julie Baggs said.



When an organization such as Island Transit incorporates trivia or other games into training and learning, it's using gamification as a learning method. This approach, another of 2024's top adult learning trends, [brings game-like features, including problem-solving, storytelling and rewards](#), to learning. Gamification may feature friendly competition among teams or individuals, increasing social interaction and teamwork. When organizations gamify learning, they may also award badges, celebrate achievements, and post leaderboards, levels or progress bars. [One study found employees see a 48% increase in engagement with help from gamification.](#)

At Island Transit, the games add an element of enjoyment to the Ride with a Guide program. "We'll also do some other games that have an educational aspect to it so they're learning something while also having some fun," Sanseri said.

With safety being a major priority for Island Transit, the team works to supply [reflective vests](#), flashlights, blinking lights and other items to riders at outreach events. Drivers also keep a supply handy, helping teach riders how to make themselves seen after dark.



Reflective Core Vest

On-trend lessons are lessons learned

When it comes to adult learning, hours-long lectures and marathon online modules are waning in both popularity and effectiveness. Short bursts of information, engaging interactive activities and fun have rushed to the scene, changing the tempo and delivery of adult learning. As Island Transit and Portland Metro Fire Camp experiences show, microlearning and gamification can be useful training approaches, helping save time and increase the effectiveness of learning. [4](#)

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Volunteers to the rescue

Volunteer gifts strengthen nonprofit bonds



Volunteers are the lifeblood of many nonprofits

According to [34% of volunteer managers](#), recruitment is a top challenge. [Rescuing Leftover Cuisine](#), a nonprofit working to combat hunger nationwide, attracts help by showing appreciation with volunteer thank-you gifts. Andrew Creamer, Rescuing Leftover Cuisine's marketing director, shares how volunteer giveaways have been a game-changer.

Interview featuring:



Andrew Creamer
Rescuing Leftover Cuisine
Marketing Director



Q: What is Rescuing Leftover Cuisine?

A: We're a food rescue organization, so we work with all types of businesses that have excess food. We pick up food that would otherwise be thrown out and deliver it to nonprofits that are helping people experiencing food insecurity. That includes soup kitchens, food pantries, homeless shelters and really any organization that helps feed people.

Q: What role do volunteers play?

A: They are massively important. We would not be able to do our work without them. We have a range, where some volunteers sign up for an event—that's what we call a pickup and delivery—once a month or once a quarter. Others do multiple events in a day.

Each event takes between 30 and 45 minutes, so it's a pretty quick way to

make a huge impact. There are about 50 or 60 pounds of food, so that's 50 or 60 meals that we're helping provide. We have rescuers, which is what we call volunteers who transport food, in nine markets nationwide, including Atlanta, Chicago, Dallas, Los Angeles and New York. We have about 250 to 300 volunteers rescuing about 350,000 pounds of food every month.

Q: How do you recruit volunteers?

A: A lot of our recruitment events are with local colleges and universities. We'll have a table at a volunteer fair, and our brand ambassador will talk to people about what we do and how they could get involved. We use our promotional products, like tote bags and beanies, to entice people to come over and speak to us or sign up to help. That's a way we're able to consistently get new volunteers.

Q: How did you decide which products to use as volunteer gifts?

A: We wanted a few things that would be practical. [Tote bags](#) are something folks can use to carry food. They also have a big surface for us to put our logo on and help spread the word about our organization. Being a nonprofit, we don't have much of a marketing budget, so any way we can help get the word out about what we're doing is helpful.

Cotton
Sheeting
Natural
Economy
Tote



Thermal Knit
Beanie with Cuff



When we selected the [beanies](#), we were looking for something practical that people would wear. Some of our rescuers are in colder cities—including New York, where pickups and deliveries are done on foot—so it's nice to help people stay warm when they're out volunteering in winter.

Help your volunteers be recognized in the community



Rescuing Leftover Cuisine is powered by volunteer food rescuers. Meet one New Yorker responsible for transporting thousands of pounds of food each year.

WATCH VIDEO

Q: Have the volunteer gifts helped?

A: In addition to getting new volunteers by giving away the tote bags and beanies at sign-up, we also used them as volunteer thank-you gifts for those who'd been involved for a while. People were happy, especially those heavily involved. They really have a strong connection to the organization. They're proud to volunteer, and they're happy to have some official Rescuing Leftover Cuisine swag. 🍷



Do you want to be featured in amplify? Email 4ideas@4imprint.com to share your organization's story!

Win \$500 to put your volunteer connection idea into action

Do you have an idea for a volunteer gift?

Or a promo product that would work well to help foster meaningful volunteer connections? Email us your idea at 4ideas@4imprint.com.



We'll select **three winners to receive \$500 to put toward their 4imprint promotional products order.** Let's hear your ideas and make even more meaningful connections happen!

VOLUNTEER

Note: 4imprint partnered with Rescuing Leftover Cuisine and sponsored the volunteer outreach products mentioned in this story.



Talent show T-shirts foster unity

By Cheryl Sina

Building community spirit

During [Ericson Elementary School's](#) talent show, students in grades UTK (universal transitional kindergarten) through 5th display myriad talents. From martial arts to singing to hover boarding, the students not only have a way to share their unique abilities, but the experience also boosts their confidence, personal growth and self-esteem. Each performer earns a branded talent show [T-shirt](#), building a sense of community and strengthening school pride. By providing a platform for participants to express themselves and share feedback, the San Diego, California, school fosters a sense of belonging where lasting friendships blossom. That idea deserves a standing ovation. [4](#)

Note: 4imprint was a sponsor of the Ericson Elementary School talent show.



Like what you saw in *amplify*?

Check out past issues:



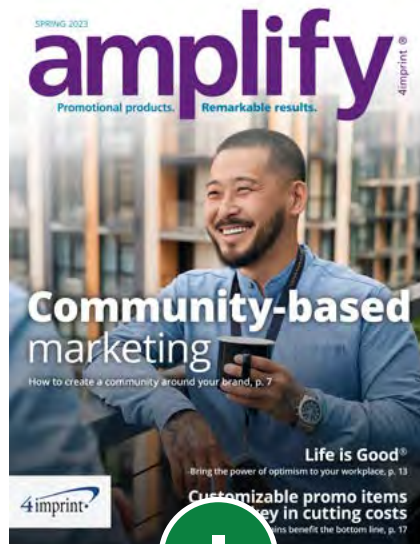
Winter 2024



Fall 2023



Summer 2023



Spring 2023

Learn more about using promotional products in your organization!

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- » Dealer / Distributor Programs
- » Employee Apparel / Uniforms
- » Employee Incentives / Recognition
- » Events
- » Fundraising
- » Leave Behinds
- » Market Research
- » New Customer / Lead Generations
- » Office Supplies
- » Public Relations
- » Safety Programs
- » Team-Building
- » Training
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