

SUMMER 2022

# amplify

4imprint®

Promotional products.

Remarkable results.

## Do good, feel great

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## Sticker marketing ideas

Branding that sticks, p. 12

## How to retain employees

5 ideas to keep staff sticking around, p. 20

4imprint®

# Happy anticipation. Delightful surprise. Unexpected joy.



**Kevin,**  
with 4imprint  
31 years

When you think about it, newness and novelty have a unique way of tickling the brain and creating powerful moments of connection.

In this issue of amplify®, you'll meet organizations that found clever ways to evoke these emotions and start conversations.

- In search of an effective way to help business owners understand how employees are using their retirement plans, AMI Benefit Plan Administrators paired a promotional product with a direct mail campaign that ignited recipients' curiosity and sparked dialog. ([Lasting Impressions, p. 16](#))
- Horry County Schools tapped into participants' curiosity during a recent recruitment fair. The school district's

custodial services team discovered that an ideal promotional product, cleverly displayed, stopped passersby in their tracks. That gave recruiters a one-of-a-kind opportunity to talk with prospective candidates. ([Swag Master, p. 19](#))

It's amazing to see surprise and delight turn prospects into connections. Looking for ways you can do the same? We hope you'll find inspiration and ideas in the pages that follow.

Cheers to planning surprises and delights.

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

Kevin Lyons-Tarr, CEO  
4imprint

If you've found success using the unexpected to delight, we'd love to hear more. Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) and tell us about it.

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Event displays get  
#SwaggingRights<sup>®</sup>

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amplify<sup>®</sup> 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](mailto:4ideas@4imprint.com).



Doing good is great for business. Our cover story gives a glimpse into five powerful benefits of cause marketing.

# Meet this month's featured contributors



**Suzanne Worwood**  
Senior VP Merchandising  
4imprint

Help your organization stay on their mind for months, maybe even years. In [Product Highlight](#), Suzanne shares colorful and cost-effective ways to spread your word locally and beyond with sticker marketing.



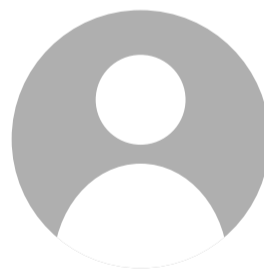
**Cheryl Sina**  
Community Engagement  
Manager and *one by one*®  
Coordinator  
4imprint

In [Remarkable Moment](#), Cheryl Sina shines the spotlight on an organization that helps travel enthusiasts diagnosed with cancer make their bucket list dreams come true. Sina, a member of the 4imprint team for 23 years, has coordinated the *one by one*® program since its creation in 2006.



**David Vignali**  
Social Media Specialist  
4imprint

Our new [Swag Master](#) is raising interest in open positions with a giveaway that creates a clean win. Social media specialist David Vignali, a member of the 4imprint team for 8 years, is sure this story will put a smile on your face.



**You!**

Table throws, banners and tents let you pop up anywhere. In [Overheard](#), our customers show you the giveaways and SwaggingRights® stories that made their brand stand out in a crowd.

# #SwaggingRights®

Promotional banners, event tents and table throws let you pop up anywhere.

4

**Kristina**

We just love 4imprint. Everything we order has amazing quality and 4imprint has the best customer service to make sure our product is "just right". We love how fast and easy the service is. We use 4imprint for all our promotional needs. Thanks 4imprint for making our company STAND OUT!



4

**Greg**

Our swag in use at the Permian Basin International Oil Show, seen by 22,000 attendees.



4

**Cassandra**

Used the banner display for information at a career fair recently, also gave away the yellow lanyards as swag!



4

**Michelle**

Our Outreach tent is now secure on the sides for social distancing!



4

Ryan

We used our new table cloth at the first Job Fair for this year! We are so happy with the way 4imprint made our logo. The founder of the company created [our] logo and while it might look a bit simple. The (A) in [our] logo is extremely hard to recreate! You guys done a fantastic job and since the order with the table cloth we have ordered more things with our logo on them. Thank you so much!



4

Allison

Thank you so much for the banner!! The Streets at Southpoint mall in Durham, NC has offered an empty store front for us to display and market our nonprofit organization, Musical Empowerment. The banner was the perfect addition to the space. Here are two of our proud leaders - Zora from our North Carolina Central University chapter and Yaas from our Hunter College chapter. The banner is high-quality and the perfect method for informing the public about who we are and what we do!

4

Candace

Love this tablecloth!



Check out our Pinterest® boards for [promotional banners](#), [event tents and table throws](#) that make your brand stand out in a crowd.



# Do good, feel great

*By Joshua Grover-David Patterson*



Benefits of cause marketing





**T**he Kinne Group in Houston, Texas, knows the number-one benefit of cause marketing is the feeling that comes from doing good.

Operations Manager Kate Robinson first got involved with [Be an Angel](#)—a nonprofit whose mission is to improve the quality of life for children with multiple disabilities or profound deafness—before The Kinne Group began supporting the organization.

“About eight years ago, my parents invited us to the [Christmas shopping event](#),” Robinson said.

She and her family spent a full day buying presents for children with special needs who might not normally get Christmas gifts. Her family was so powerfully affected by the process—and had so much

fun—that they chose to make it a family tradition. The sense of joy that comes from supporting a good cause prompted The Kinne Group to sponsor a table at Be An Angel’s [Purse Bingo fundraising event](#).

As The Kinne Group and others have discovered, the advantages of cause marketing extend far beyond good feelings.

## Benefit #1: Shared exposure

Although playing bingo to win prizes—including a designer handbag—made for a fun night that helped raise funds for programs ranging from Christmas presents to a [special camp](#), taking part in the event also provided the opportunity for [shared exposure](#).



As the only female on the real estate team, Robinson knew this was the perfect opportunity to bring in people outside the office. Welcoming people who might not have been aware of Be An Angel's mission helped the organization find potential future supporters.

It also helped create long-term exposure for both organizations.

In addition to sponsoring a table, the organization also donated [pocket mirrors](#) for the goodie bags.



*Build exposure with branded promotional products.*

“Everyone that attends gets a goodie bag. Women are always changing handbags out for different occasions or activities. A mirror is compact and conveniently kept in each handbag, even when not in use, just like a pen or hairband,” Robinson said of the primarily female audience of 500.



## Benefit #2: Giving staff a purpose

When your employees know they're working for a company that prioritizes caring for their community, it provides [a big boost to their engagement](#). How big? Purpose-driven organizations experience [40% higher retention](#). What's more, 70% of staff members say their purpose is defined by their work—which means when your business has purpose, your staff will too.

Purpose-driven organizations experience

**40%**

higher retention.





### Benefit #3: Boosting your reputation in the community

When you support a nonprofit, you'll have lots of opportunities to be seen by the community—and the media—at large.

You can:

- ✓ Become an event sponsor and use an imprinted [table throw](#) to promote the event.
- ✓ Provide the cause with co-branded promotional items, like [coffee mugs](#) or [sticky notes](#).
- ✓ Provide your staff members with volunteer opportunities.

These opportunities, and others like them, can provide valuable sponsorship and support to a nonprofit or community while helping you connect with a new audience.

[Richard Realty](#) in Cody, Wyoming, partners with [Realtors4Kids](#), a nonprofit that provides funds for children in need.

“Our realtors get together and just support children and families in the area around Cody by donating money and hosting a

fundraiser for Realtors4Kids. Parents, teachers and counselors submit requests to Realtors4Kids for anything from help with hospital bills to funds that allow kids to join sports teams,” said Michelle Bill, real estate agent.

Richard Realty also partners with many other companies that donate funds to host a carnival fundraiser for Realtors4Kids. Last summer, funds raised during the carnival were used to buy [drawstring sportpacks](#) and school supplies. Realtors and other volunteers stuffed over 500 bags with school supplies, helping set up area students for success.



Promotional Drawstring Sportpack

## Benefit #4: Building customer loyalty

The importance of cause is clear in research, which finds [83% of consumers ages 18-34](#) think it's important to buy from a company that aligns with their beliefs and values. What's more, 65% of that same subgroup has stopped buying from a company because of their stance on an issue.

In other words, by showing customers what (and who) you stand for, you may build a more loyal, engaged base of support.



Looking for more information on benefits of cause marketing? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) with inquiries.

## Benefit #5: Boosting your bottom line

Cause marketing has one final superpower: It's a word-of-mouth marketing conversation starter. The prospects and customers you impress aren't the only people who will hear about your product or service. [Seventy-four percent of those customers](#) will recommend that other people buy from your company.

### Taking care goes two ways

The major benefit of cause marketing? It's a win that can be shared. Your community gets a boost of funding, volunteers or exposure, while your organization builds everything from employee morale to your bottom line.

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*“Every time a woman reaches into her backpack or purse and pulls out our mirror over the next several years, we may get a call for business,” said Robinson.*

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That's also a win for nonprofits such as Be An Angel and Realtors4Kids and the children and families they serve. [4](#)



PRODUCT HIGHLIGHT

# Sticker marketing ideas

*By Suzanne Worwood*

Rock Port



Branding that sticks



Colorful and cost-effective, sticker marketing is a great way to spread your word locally and beyond. From cars to mail, tumblers and more, a promo sticker can act just like a recommendation because people are proud to display brands they love on their personal items. With 92% of people saying they trust recommendations from friends, these sticker marketing ideas can be effective ways to build word-of-mouth marketing.

## Stick around

Stick in customers' and prospects' minds with the [Full Color Sticker by the Roll](#). Efficient and easy to use, these stickers stand out on order shipments and promo mailers. Or give a free sticker to families who walk into your store.



Full Color Sticker by the Roll

## Imprint with (temporary) ink

Hosting a company or promotional event? Invite guests to share their love of the brand with [Custom Temporary Tattoos](#). Doing so adds an element of fun while creating more impressions of your brand.

Custom Temporary Tattoo



## Grip countless eyes

Perfect for laptops, cell phones and tablets, [Tech Tattoos](#) proudly proclaim your brand to the countless eyes that see your gear. Designed to go together or separately, tech tattoos are great conversation starters for product introductions in business or student communities.



Tech Tattoos

## Snag passersby

Attract attention with the 12" [Surface Tac Outdoor High Traffic Graphics](#). Sticking to sidewalks, rough asphalt, untreated stone and more, use these specialty stickers to pull people into your location.



Surface Tac Outdoor High Traffic Graphics

## Point to sales

Want to highlight a certain department or promotion? Need to safely show people where to go? These full-color, large-scale 2' x 4' [Surface Grip Indoor Removable Graphics](#) easily say “Look at me!”



Surface Grip Indoor Removable Graphics

## Hit the highway

Get miles of advertising with large, eye-catching [Truck & Equipment Stickers](#). Rain or shine, these all-weather stickers adhere to vehicles to help drive more business your way.

*Identify your business with these all-weather stickers.*



Truck & Equipment Stickers



## Cling to specific promos

Promote a sale by mailing vinyl [Post-Cals® Static Decals](#)—they mail just like a postcard. Invite recipients to display the sticker in exchange for a discount or reward.



Post-Cals® Static Decal

## Reflect your brand

Throwing an evening outdoor event for customer relations or employee appreciation? These [Reflective Circle Promo Stickers](#) provide max visibility on multiple surfaces. Show people where food and drink stands are, highlight promo tables and more.



Reflective Sticker

## Leave sticky impressions

Sticker marketing ideas are an easy way to build brand awareness, celebrate milestone events and promote special events or deals in a way that, well...sticks. [4](#)

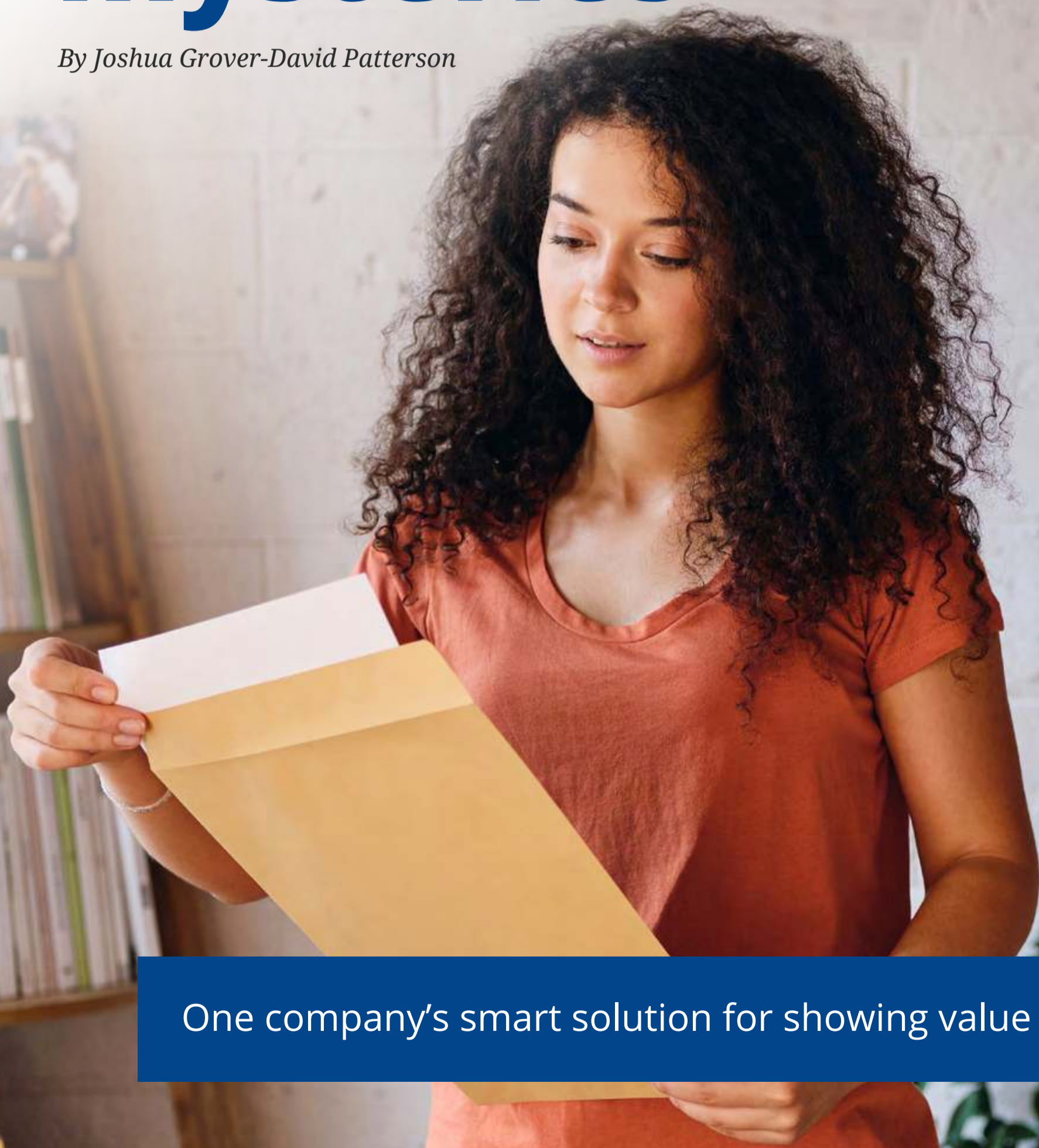
Looking for more information about sticker marketing? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com).



LASTING IMPRESSIONS

# Of mice and mysteries

*By Joshua Grover-David Patterson*



One company's smart solution for showing value







**Y**ou can lead a horse to water, but you can't make it drink. This classic maxim holds true for organizations as well.

When you're trying to show the value your organization offers, your customers can't read all about it if they never open the envelope.

But, [AMI Benefit Plan Administrators, Inc.](#) (AMI) in Youngstown, Ohio, refused to become a statistic—or an unopened piece of mail. In fact, they figured out a way to ensure the work they do every year clicks with clients.

## Piquing clients' curiosity

AMI Benefit Plan Administrators Inc.'s value is baked right into its business model.

Working in the 401k arena, the organization provides high-touch retirement plan services to a variety of small businesses. Because the organization interacts directly with the employees in these organizations,

organizational leaders may be unaware how many staff members use AMI's services.

That realization led the organization to ask a key question: How can we demonstrate value? It starts with a simple report.

Every year, AMI sends out a personalized annual write-up to every business. In it, they detail how many staff members are using its services and in what ways.

“Many business owners will find something they didn't expect,” said Pam Shoup, president. “Like, ‘I didn't realize eight out of my ten staff members were calling to use or change their services.’”

Sending the report was a first step. But AMI wanted to take it one step further—to know whether clients were opening the envelope to peruse the data.

## Making an impression (with a branded gift)

AMI decided to add a bit of intrigue to its annual mailing by including a mailable branded gift in the form of a [mouse pad](#).

The organization went a step further in its branding efforts, offering different designs and logos based on the plan being used by its customers. Each pad fits into the standard 9" x 12" envelope used to mail the report.

The mouse pad gave the envelope extra weight and shape and prompted customers to open the envelope just to see what was inside. The addition created the desired effect.

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*“This year, the number of follow-up interactions from clients increased substantially,” Shoup said.*

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“We could tell that the gift was doing exactly what we had hoped it would do.”

## A valuable mystery, solved

AMI Benefit Plan Administrators, Inc.’s story is a great example of how to demonstrate value again and again. From that one gift, the organization was able to build interest, show value and ensure its name remains close at hand. [4](#)

Although the mouse pad mystery was a success, AMI wanted more.

## Building long-term brand recognition

For AMI, the benefits of the branded gift went well beyond showing the value of its program. The group wanted to offer a thank-you gift that would be around long term.



“A pen will eventually run out of ink, but not a lot of people are buying a mouse pad,” Shoup said. “So many people today just set their mouse on their desk. But if you get a mouse pad, you’re going to use it—it’s on your desk and it keeps our information close at hand.”

Looking for more information about this topic? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) with inquiries.



# A clean sweep

By David Vignali

Capturing candidates with a memorable promotional item

Horry County School's custodial services has learned the pen can be mightier than the mop. See how they used the [MopTopper Pen](#) as a memorable promotional item to raise interest.



## ★ Creating smiles from across the room

With its wild “hair” and joyful grin, this pen offers everyone in the room a look that says “Come closer!” For Horry County School's custodial services, the unique branded giveaway was a fun way to pull people toward its table at a job fair.

## ★ Explaining the job

Although mopping is just one small piece of the custodial puzzle, the promotional pen helped to explain the job at a glance. The mop top doubles as a screen cleaner. Horry County Schools then took the theme to the next level by putting the pens in miniature trash cans, recycling bins and metal buckets.

## ★ Making getting in contact a snap

People walking away from the table with this unique branded giveaway got a bonus benefit—contact info. For people looking to make a career change, the imprint on their MopTopper Pens made it easy to get in touch with Horry County Schools.

## ★ A clean win

This Swag Master turned a classic giveaway into a storytelling opportunity by pairing a memorable promotional item with a smile-inducing twist for janitorial jobseekers.



MopTopper Junior Stylus Twist Pen

TREND

# How to retain employees

*By Taylor Fischer*

5 ideas to keep staff sticking around





Due to what's been dubbed “The Great Resignation,” around [50% of employees](#) say their organizations are understaffed. The voluntary [turnover rate is 25%](#). As many leaders know well, retaining employees is more cost-effective than hiring new ones. Perhaps more importantly, keeping top talent around helps strengthen morale, customer experience, culture and more. It's no surprise organizations are working hard to build loyalty among employees to boost employee retention. Here are five ideas:

## Idea #1: Start health and wellness programs

Around [52% of employees](#) say health and wellness programs are a must-have. Healthy employees are more productive and 51% of overall healthy team members are more likely to stay for at least one more year.

With a variety of robust wellness activities, challenges and classes—plus prizes to incentivize participation—

the [Sun Prairie School District](#) staff is encouraged, supported and rewarded for taking part in health initiatives.

“Our vision and mission is to engage staff in proactive wellness activities,” said Karyn Richmond, district wellness coordinator at Sun Prairie School District.

To do so, the Sun Prairie School District hosts a wellness challenge every month during the school year. By year-end, the district covers a range of wellness dimensions, including emotional, physical, financial and more.

Around

**52%**



of employees say health and wellness programs are a must-have.

In one of the challenges offered, staff members were able to tailor the plan to meet their needs, choosing from seven options—like visiting the employee wellness clinic and participating in a wellness class—to build up points and win a prize. This year, prize drawings featured a [tumbler](#), the perfect gift to keep their favorite healthy drink ice cold during those hot summer months.

The Sun Prairie School District also gave each wellness committee volunteer a [T-shirt](#) as a useful thank-you gift.



## Idea #2: Offer growth and learning

Around [66% of employees](#) from 18-24 say learning new skills is a top 3 perk. (Only health insurance and disability benefits rank higher.) And [79% of team members](#) who have access to a formal development program feel engaged with their company.

When putting together growth and learning opportunities, be sure to:

- ✓ Ensure every employee, no matter their position, has access.
- ✓ Offer customizable options.
- ✓ Reward employees who complete a program.
- ✓ Center programs around short- and long-term goals.

*Enjoy your favorite beverages with this vacuum-insulated cup.*

# 79%

of team members who have access to a formal development program feel engaged with their company.



## Idea #3: Provide unique benefits

Paid time off, retirement packages and even remote work schedules are now considered the norm when it comes to perks and benefits. To help retain top talent, think outside the box and offer benefits that stand out from other companies. Ideas include:

- Tuition reimbursement
- Wellness incentives for fitness memberships and athletic equipment
- Paid time off for volunteering
- On-site conveniences—like oil changes, dry-cleaning and meal delivery
- Casual dress code
- Free drinks and snacks

With [48% of employees](#) weighing work perks and benefits in their decision to work for a company, it's crucial to stand out so staff won't want to go job hunting.

## Idea #4: Encourage sharing opinions

When employees are encouraged to freely speak their mind (with respect to other people), they feel valued. They feel heard. They feel engaged. About [30% of employees](#) strongly agree that their opinions seem to count at work. This means there's a 70% opportunity to encourage team members to share their thoughts and ideas.

Make it clear to staff that there will never be retribution for sharing their thoughts. Send

an anonymous monthly survey asking for opinions on any recent changes or potential initiatives. Take feedback seriously and implement it when realistic, so your team realizes it's worthwhile to speak up.

## Idea #5: Create camaraderie

When employees feel like they belong, there's a [56% increase in job performance](#) and turnover risk drops by 50%. When employees feel like they belong, they are 167% more likely to recommend their company as a great place to work.

That's something James Longhitano, owner of County Refrigeration, knows well. Family-owned for over 50 years, County Refrigeration fixes all major household appliances. Longhitano wanted his team to look and feel cohesive and professional. With branded [T-shirts](#) sporting its logo, Longhitano was able to do just that.



 Gildan®  
Pique Sport  
Shirt

*“When you have uniform—in every sense of the word—everyone is on the same page and they feel like they’re part of the team,” Longhitano said.*

“You get energized when you feel like you’re part of something; there’s a positive flow. The shirts are also very comfortable and high-quality, so much so that my employees sometimes wear them even when they’re not on the job.”

## Keep top talent

Knowing how to retain employees starts with thinking about how you can improve their lives. Helping staff stay healthy, providing one-of-a-kind perks and creating a strong sense of belonging are just a few ways to ensure your organization’s employee retention stays strong, year after year. **4**

Looking for more information about this topic? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) with inquiries.

## Promote employee retention

Chic Lunch Cooler Bag



Moleskine® Pro Hard Cover Project Planner



Innovation Crystal Award

*Use promotional items as employee appreciation gifts.*





# Bucket list travel

By Cheryl Sina

## You'll know them by their branded duffel bags

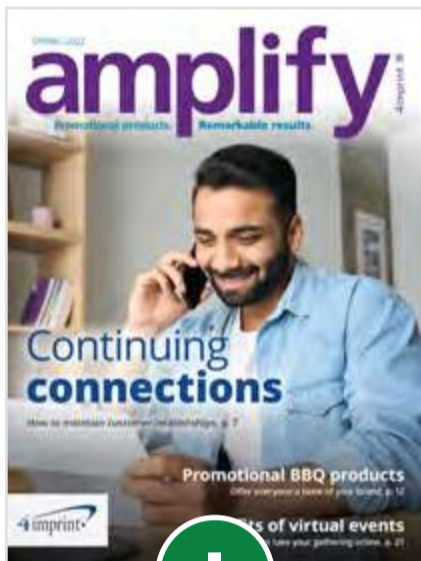
A group of travel enthusiasts takes annual trips to unforgettable destinations. It sounds like standard bucket list travel, but this travel group is for people with end-stage breast cancer—a group determined not to let their diagnosis interrupt their plans. Whether exploring the Florida Keys or getting a VIP concert experience, they're recognizable by their MBC Travelers [branded duffel bags](#)—and the joyful smiles that emerge when travel dreams come true.

*Note: The MBC Travelers was the recipient of a 4imprint [one by one](#)® grant.*



# Like what you saw in amplify?

Check out past issues.



Spring 2022



Winter 2022



Fall 2021



Summer 2021

Learn more about using promotional products in your organization!

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- » Employee Incentives/Recognition
- » Events
- » Fundraising
- » Leave-Behinds
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- » Training
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