

SUMMER 2023

# amplify

4imprint®

Promotional products. Remarkable results.



## 5 steps to help develop inspirational leaders

Meet AmpSurf®, COVER STORY, p. 7

*4imprint is a sponsorship partner of AmpSurf  
Photo credit: Sean Evans*

**Shoulder success with  
backpacks for corporate gifts**

Explore PRODUCT HIGHLIGHT, p. 13

**The power of laughter**

Discover LASTING IMPRESSIONS, p. 17



# Think about a time when someone went above and beyond.



Kevin,  
with 4imprint  
32 years

Maybe it was a leader who coached you through a challenge. A favorite online retailer that made sure you got an important order on time. Your go-to coffee shop or restaurant that took an extra step to make sure your experience was exceptional.

Those above-and-beyond experiences stick with us. Creating them takes intention and focus. In this issue of *amplify*<sup>®</sup>, you'll meet organizations that make it their practice to do more than expected—and you'll read stories on exactly how they do it.

- To help people with disabilities achieve their goals, one of our sponsorship partners, AmpSurf<sup>®</sup>, provides motivating leadership...and surf lessons. ([Cover, p. 7](#))
- To create a stronger connection between potential customers and its brand, a

company named Pocket<sup>®</sup> exceeded expectations by anticipating exactly what tech show attendees would need, long before the show. ([Swag Master, p. 20](#))

- To strengthen relationships with team members, both a credit union and volunteer organization show above-and-beyond gratitude and appreciation in practical ways. ([Trend, p. 21](#))

These are just a few examples of what it means to go the extra mile. We hope these stories help you find new ways to exceed expectations too.

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

Kevin Lyons-Tarr, CEO  
4imprint

If you're partnering with one or more organizations to extend your reach, we'd love to hear more. Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) and tell us about it.



## CONTRIBUTORS

4

## OVERHEARD

5

Fun giveaway items get  
#SwaggingRights<sup>®</sup>

## COVER STORY

7

5 steps to help develop  
inspirational leaders

## PRODUCT HIGHLIGHT

13

Shoulder success with  
backpacks for corporate gifts

## LASTING IMPRESSIONS

17

The power of laughter

## SWAG MASTER

20

Best giveaway. Hands down.

## TREND

21

The benefits of  
showing gratitude

## REMARKABLE MOMENT

26

Pouring out hope with  
fundraising tumblers

*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).



Inspirational leadership can bring out the best in people. Our [cover story](#) dives into how to develop inspirational leaders who help encourage greater motivation, engagement and productivity. One of our sponsorship partners, AmpSurf<sup>®</sup>, is a prime example.

# Meet this month's featured contributors



**Suzanne Worwood**  
Senior VP Merchandising  
4imprint

Help your brand shoulder success by using backpacks to connect with prospects, customers and employees. In [Product Highlight](#), Suzanne, who's been with 4imprint for 27 years, shares backpack giveaway ideas that can help unpack great potential.



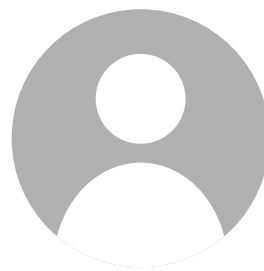
**Cheryl Sina**  
Community Engagement  
Manager and *one by one*®  
Coordinator  
4imprint

In [Remarkable Moment](#), Cheryl shines the spotlight on an organization that provides treatment and recovery services for people struggling with eating disorders. Cheryl, a member of the 4imprint team for 24 years, has coordinated the *one by one*® program since its creation in 2006.



**Dave Vignali**  
Community Outreach  
Manager—Sponsorships  
4imprint

Dave, with 4imprint for 8 years, focuses on developing and building relationships with organizations and customers in our community. He selected Pocket® as this issue's celebrated [Swag Master](#). It kept event attendees cozy and connected to its brand with useful conference swag.



**You!**

Playful promos encourage happy customers and team members. In [Overheard](#), we share stories from our customers' social media posts and #SwaggingRights® stories that show how they used fun giveaways to make a serious impact.

# #SwaggingRights®

Fun giveaway items with serious impact



**Future Neenah**

So who's all coming to Boogie Downtown tomorrow night? 🤘

Not only do we have a great concert with Boogie and the Yo-yo'z, but our good friends from 4imprint will be Downtown giving away this super awesome swag! 💙



**Marcus from Willands Tech Auto**

Love the footballs! We hand them off to every one that comes in! (yes, pun intended!) I am definitely going to order more for football season!



**Frank**

We ordered these for valentine's day to give to all our employees. No matter how grumpy you're feeling, a teddy bear with a "corporate logo" will make anyone's day (: Speaking on the quality of the imprint, I was impressed with how clean the logo came out on the shirt.







**thepinkpoodlesalon**

Got The Pink Poodle Salon swag all ready to go for Shopfest tomorrow!! If you bring your pup by to say hi they can pick out a toy. Don't worry pup owners. I have pens and candy for you [too]-while supplies last. 🙌 Basically I'm bribing you for puppy cuddles! 🐶



4

**Amy**

We distributed these coloring books at our first farmers market of the season. They were a hit with kids and adults and were a great way to spread our message.

4

**Sean**

Gave it out at a neighborhood fundraising event, [children] of all ages and parents loved it!



Check out our Pinterest® board for [fun giveaway items](#) that will have prospects, clients and team members happily spreading the word about your brand.





# 5 steps to help develop inspirational leaders



Empowering individuals, elevating teams







Dana Cummings, a software engineer, found himself lying in a hospital bed, grappling with the loss of his leg. As the doctors helped him adjust and prepare to go home, he was asked, “What would you like to do?” The first thing that came to Cummings’ mind was surfing—the only activity he’d never been able to master. While the doctors doubted his ability to ride the waves, Cummings’ resolve to surf with only one leg strengthened.

Not long after connecting with another person who surfed with one leg, Cummings mastered surfing. From there, he founded [AmpSurf®](#) to inspire others with disabilities to overcome adversity and achieve the seemingly impossible, which is something he and other AmpSurf leaders do every day.

“I get to do these amazing things and meet amazing people. Last year we taught almost 2,000 people with disabilities how to surf. We have been the title partner for the ISA World Para Surfing Championships for the last three years. This year, we’re

doing a worldwide tour with six stops. Losing my leg completely changed my life in the best way,” Cummings said.

AmpSurf leaders share the organization’s mission by giving away [branded T-shirts](#) and [ball caps](#) proudly sponsored by 4imprint. With a clearly visible logo on these promotional items, countless people are exposed to the AmpSurf brand, creating the opportunity for many to discover phenomenal possibilities.





If you're a leader looking for ways to inspire others, give the following five steps for success a try.

## 1. Influence through clarity and by example

You don't have to be a natural-born leader to inspire. According to research, [leadership comes naturally to only 10% of people](#). This means anyone else can learn and develop great leadership skills.

What's more, just [11% of organizations say their leadership teams are strong or very strong](#), creating substantial opportunities to develop inspirational leadership. A good leader can clearly communicate a vivid vision that captures their team's hearts and minds. They explain why their team's work matters and how it contributes to a larger purpose or goal.

In addition, good leaders set a solid example. Demonstrate the values, qualities and behaviors expected from your team, and watch them push past perceived limits.

"My buddy José lost three limbs in war. He thought his life was over," Cummings said. "Then he got introduced to surfing. Now he trains other people with amputations how to surf. He mentors them. He's always got the biggest smile on his face. Last year he won gold at the 2021 Pismo Beach ISA World Para Surfing Championships, which is hosted by AmpSurf. His positive attitude

and the example he sets are super inspiring for other people with amputations."

## 2. Empower decision-making and provide autonomy

When employees are given the power to make decisions for themselves and their teams, their loyalty and appreciation are strengthened. To promote decision-making and autonomy:

- **Involve team members in the decision-making process:** Seek input and perspectives from employees when making choices that affect them. Foster healthy debates and diverse viewpoints to foster innovation and creativity.
- **Delegate authority and responsibility:** Assign tasks and responsibilities that align with individuals' skills and interests. Provide clear expectations and guidelines while allowing autonomy and ownership of the process.
- **Provide support and resources:** Equip team members with the necessary tools, resources and training to make informed decisions. Offer guidance and support while providing team members opportunities to learn from their own experiences.



### 3. Set the stage for success

[Sunstates Security](#), a company that provides security personnel services, understands the importance of outfitting team members with the necessary supplies and support to help achieve their full potential.

The corporate office of Sunstates Security buzzed with anticipation as team members from across the country gathered for its annual leadership conference. Throughout the four-day event, managers, directors and other leaders participated in teambuilding activities; further developed communication skills; and discussed what's working well, where improvements could be made and more.

“We have dozens of leaders, and we want to make sure each voice is clearly heard and provide them with the tools and resources they need to continue succeeding,” said Meredith Rutledge, marketing manager.

One of the small but effective tools, a [magnetic business card case](#), was provided to conference attendees. “It’s important for our team to always have their business cards on them to easily hand out. Instead of having their cards scattered in their bags or isolated at their desk, our leaders can now keep their cards looking crisp, organized and on them all the time,” Rutledge continued.



“Everyone was very excited to get the card holders. This will also help them with internal communication, like if an employee needs to know how to contact a manager, they can just hand them their card.”



*Use promotional products to improve employee communication.*

## 4. Create long-term impact

Inspired team members continue to make a difference even after the original inspiring leader has moved on. According to research, [55% of people say learning and development programs increase morale and job satisfaction](#). Help your team invest in themselves through professional

development. An inspiring leader provides opportunities (training programs, workshops, conferences, mentorship, etc.) for staff to pursue their goals, develop new abilities and strengthen their skills.

Talk about the greater goal to develop a shared sense of purpose. When team members understand the significance of their contributions and their impact, motivation to excel rises.

## 5. Build sincere relationships

An inspiring leader invests time and effort into building strong connections with team members. A few ways leaders can build relationships include:

- Practicing active listening: [Active listening increases emotional intelligence and creates a more empathetic leader](#). Take the time to truly hear employees' thoughts, concerns and ideas. Show interest and create a safe space for open discussion.
- Providing support: Offer mentorship and guidance to help individuals overcome challenges and develop their skills. Show that you care for their well-being and personal growth.
- Fostering trust and belonging: Consistently demonstrate trustworthiness, fairness and transparency. Create opportunities for team members to build stronger connections with each other.

For Sunstates Security team members, the most powerful parts of the annual leadership conference are the informal moments—the late-night conversations in hotel lobbies, the laughter shared during meals and the bonds formed during impromptu after-hours get-togethers. These connections transcend job titles and geographic distances, creating a network of support that extends long after the conference is over.

## Inspiring outshines commanding

Developing inspirational leadership is a powerful approach that fosters growth, engagement and success. Just like AmpSurf and Sunstates Security team members know how to inspire others as leaders, we know inspiring leadership helps achieve remarkable results, unlock full potential and kindle greatness in all. [4](#)

*Note: 4imprint is a sponsor of AmpSurf*

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

## Giveaways that inspire team members



Inspirational Calendar



Meridian Journal



Giant Tumble Tower Game



*Use promotional products to help your teams set goals, plan and showcase their leadership skills.*





PRODUCT HIGHLIGHT

# Shoulder success with **backpacks for corporate gifts**

*By Suzanne Worwood*



Unpack the potential



Durable and versatile, backpacks are a functional means to promote your brand locally and beyond. Whether for commuting, traveling or just keeping office supplies organized and handy, a branded backpack acts as a powerful endorsement by exposing your logo to countless eyes. Backpacks for corporate gifts are likely to hang around, too, as 81% of recipients keep a promo item if it's useful. These laptop bags for employees pack a promotional punch for your brand.

## Storage and comfort superstar

The North Face® Groundwork Laptop

Backpack portrays a business casual vibe.

It features multiple pockets and storage solutions, a sternum clip to keep it in place and padded straps for comfort.

*Travel with your gear and your logo.*



Oakley v2  
Enduro 22L  
Backpack



The North Face Groundwork  
Laptop Backpack

## Practicality with style

The Oakley® v2 Enduro 22L Backpack blends street style with practical features—including two water bottle holders. It also holds up to a 15" laptop in a padded sleeve and has a fleece-lined eyewear/media pocket.



## Bag brand awareness

When your team needs a backpack that conveys your corporate style, the [OGIO® Travel Laptop Backpack](#) delivers. The streamlined bag opens to reveal a wealth of pockets for stashing a variety of necessities.

OGIO Travel Laptop Backpack



*Multiple pockets to hold everything you need for the day or a weekend trip.*



Carhartt Foundry Backpack

Kapston Pierce Laptop Backpack

## Carry your brand to new places

Rugged and reliable, the [Carhartt® Foundry Backpack](#) helps protect electronic devices, like a laptop up to 15", even when working outdoors. A durable water-repellent finish helps keep this backpack dry, and a padded air-mesh back panel ups the comfort for wearers.

## Bigger on the inside

The slim, stylish design of the [Kapston Pierce Laptop Backpack](#) isn't skinny on storage with its organizer panel and various pockets to keep essentials handy. A trolley strap simply slips over a luggage handle for easy transport.

## Offer convenience

With a trolley strap on the back panel plus a lay-flat compartment for up to a 17" laptop, the embroidered [elleven Checkpoint-Friendly Laptop Backpack](#) means simpler travel. A removable tech organizer makes it easy to retrieve charging cables.



 elleven Checkpoint-Friendly Laptop Backpack

## Easy on the budget


The [Crossland® 15" Laptop Bag](#), available only at 4imprint, is a classic backpack for a corporate gift that's also easy on the budget. It holds a laptop in a padded pocket and other supplies fit nicely in the organizer panel, making this bag the perfect choice for daily commuters, students and anyone else who wants a simple way to transport their gear.



Crossland 15" Laptop Backpack 

*Easily travel with your brand.*

## Pack a promotional punch

With these backpacks for corporate gifts, your brand will literally be carried all over town when employees and clients wear them on their backs. Your brand will be shouldering success time and time again. 

*Looking for more information about backpacks for corporate gifts? Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com) with questions.*





# The power of laughter



Enthusiasm, punchlines and tote bags for a cause







**I**mprov Revolution—a student-led improvisation team—decided to create a vibrant contrast to the typical dramas that tackle serious issues. To unlock the power of laughter, the group held a comedy festival, providing it to the surrounding area free of charge.

## Dreaming up the vision

The comedy festival's vision was clear: Showcase diverse artists, create a platform for performances, inspire comedy involvement through workshops and let the laughter reverberate.

## Rallying comedy crusaders

Improv Revolution students knew they'd need a community-driven effort to turn their dreams into reality. Armed with enthusiasm, they rallied fellow students, family members and friends for donations.

Logo'd tote bags proved to be a powerful motivator in securing contributions.



Accent Handle Grocery Bag



“We compared our results from offering perks with a donation versus not offering perks, and we got more and bigger donations by offering perks,” said Joel Veenstra, faculty mentor. “People appreciate the swag and want to give more.”

## Unleashing the power of humor

With funds in hand, the stage was set for an extravaganza: a four-day festival brimming with comedic talent. More than 35 performances, along with workshops and panels, captivated audience members, while nearly 100 diverse artists showcased their talents.

The community’s response was electric—566 participants joined the festivities. People experienced unforgettable moments, shared heartwarming stories and gave positive feedback.

What’s more, the tote bags for a cause bonded strangers and created a sense of companionship.

“The bags create a sense of community that lasts even after the festival is over. When you see someone with the bag, you know they’re connected to the event and experience. It builds camaraderie and opens dialogue, like, ‘Oh you were part of that festival!’” said Veenstra.

## Lights, laughter, action

As Improv Revolution discovered, igniting the power of laughter can uplift an entire community. Tote bags carry those feelings of joy and goodwill long into the future. [4](#)



*“The bags create a sense of community that lasts even after the festival is over. When you see someone with the bag, you know they’re connected to the event and experience.”*  
—Joel Veenstra

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



# Best giveaway. Hands down.

By Dave Vignali

## Useful conference swag

Despite a chilly day at ETHDenver (one of the largest Web3 conferences globally), attendees' hands were warm—thanks to useful conference swag from RPC protocol, [Pocket](#)<sup>®</sup>. Here's how this protocol decentralized its presence.

### ★ Handy giveaways

Cozy [gloves](#) kept recipients' hands toasty while acting as mini billboards for Pocket. With its logo on the right and its community co-sponsor on the left, Pocket got countless hands on its brand throughout the event.

### ★ Swipe and go

Recipients were able to keep their hands warm while using phones and tablets outdoors. The touchscreen-friendly gloves have conductive material on the thumbs, index and middle fingers.



### ★ Sticking around

Convenient, timely and useful conference swag, branded gloves kept Pocket top of mind for conference-goers during and after the event. That's a handy giveaway worthy of two (gloved) thumbs up.



TREND

# The benefits of **showing gratitude**

How appreciation elevates  
organizations to new heights



Each year, Gerber FCU dedicates a Day of Gratitude to celebrate its hardworking employees. Through a series of thoughtful gestures, including a special breakfast, snacks and a surprise gift, Gerber FCU wants employees to feel valued and appreciated.

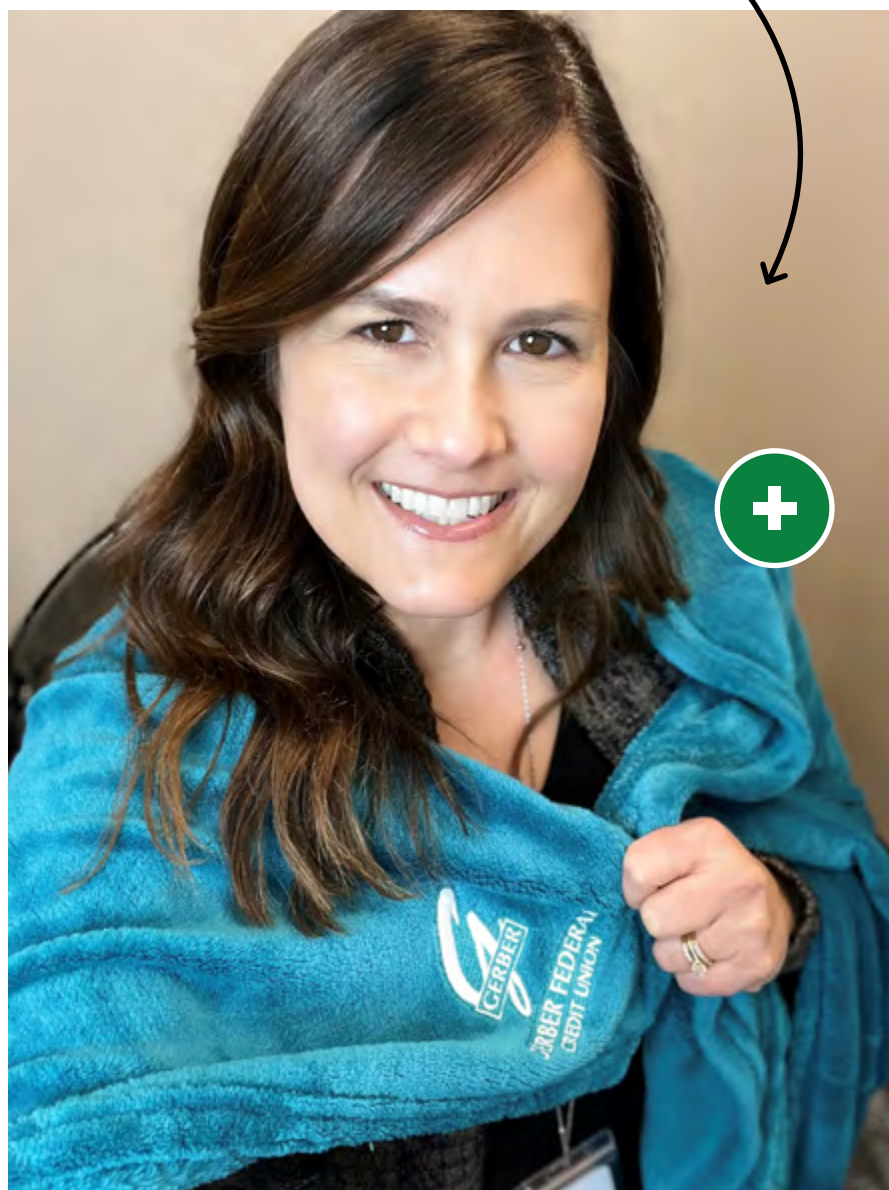
“We usually do a smaller gift that our budget allows for. This year, we decided to skip buying snacks and put a little more toward the gift instead,” said Heather Wiersema, Gerber FCU marketing officer. “We asked everyone for ideas on what they would like to receive. The most requested item was a nice, cozy, comfy blanket.”

The marketing team put careful consideration into choosing a [blanket](#) for its employees. The team decided on an oversized blanket made of soft, fuzzy material and in teal to match a recent company rebrand.

“Our staff raved over the blankets. The most comments we got were about how big and soft it was. We all keep little fleece blankets tucked in our desk drawers because our offices sometimes get cold,” Wiersema continued. “Now many people keep their new blankets at work. Some people took their blanket home to keep on the couch when watching movies.

And even though it’s warm and cozy, it’s also just thin enough to fold up nicely.”

*Promotional items help employees feel appreciated.*



*“Our staff raved over the blankets. The most comments we got were about how big and soft it was. We all keep little fleece blankets tucked in our desk drawers because our offices sometimes get cold,” —Heather Wiersema*





## Morale and motivation

Morale and motivation go hand in hand with performance. When morale and motivation are high, performance often follows. Gratitude can have a profound impact on both, inspiring teams to go above and beyond, driven by a sense of pride and desire to excel.

In fact, researchers estimate [employee recognition may save organizations up to \\$7 million](#) a year by improving retention

Employee recognition may save organizations up to **\$7 million a year**



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

and engagement. Expressing gratitude at work helps create a positive environment, nurturing loyalty and commitment. When employees feel valued and appreciated, engagement, job satisfaction and retention grow naturally.

## Teamwork and collaboration

[Expressing gratitude can bond teams closer together](#), and this is something the [AT&T Pioneers - Northeast Chapter](#) recently experienced.

A volunteer organization that focuses on five main causes—education, life enrichment, health and human services, environment and military—AT&T Pioneers recently saw its Northeast Chapter complete a gratitude-focused project that fostered internal teamwork, clear communication and unity with other organizations.





The organization partnered with Teen Institute, a peer leadership organization that trains youth in leadership skills, to express gratitude to current and former military members. AT&T Pioneers - Northeast Chapter purchased [pens](#) and blank patriotic notecards, which were divided into smaller bundles and distributed to Teen Institute clubs within area high schools. Teen Institute members wrote thank-you notes that were returned to AT&T Pioneers - Northeast Chapter for distribution to veterans and active soldiers.

Just as the work was wrapping up, the organization learned about an upcoming Honor Flight that would take a group of veterans on a one-day trip to Washington, D.C.

## Innovation and creativity

Gratitude can help people focus on what matters most, especially when something unexpected occurs. “The original plan was to write 250 letters to active military and veterans. However, when we found out about the Honor Flight, we knew it was important to recognize those veterans too,” said Teresa Bailey, AT&T Pioneers - Northeast Chapter director.



Revive Pen

*Foster unity across teams by showing gratitude for employees.*



“Together, our Pioneer volunteers used additional notecards and wrote to each participating Honor Flight veteran.”

Before boarding the flight home from Washington, D.C., veterans experienced a special moment known as “mail call.” Just like their military days, they received letters from relatives and loved ones. Volunteers also contributed letters expressing appreciation for their service, and the AT&T Pioneers - Northeast Chapter notes were included.

## Resilience

Another benefit of practicing gratitude? It can encourage employees to maintain a positive mindset. When experiencing challenges or setbacks, a [positive attitude can boost coping abilities and help people overcome hardship](#). It can also foster a

sense of unity and resilience, enabling teams to navigate difficult times more effectively.

What’s more, research shows that [gratitude is strongly linked to happiness](#). Thankful people have more meaningful relationships, better health, more positive attitudes and stronger coping skills. Entire organizations can benefit when employees maintain attitudes of gratitude.

## Harness the benefits of showing gratitude

From morale and motivation to teamwork, collaboration, innovation, creativity and resilience, gratitude plays an influential role. Taking purposeful steps toward showing appreciation can help your organization reap these powerful benefits of showing gratitude. [4](#)



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



# Pouring out hope with fundraising tumblers

By Cheryl Sina

## Filling the cup of recovery

A beacon of hope for people battling eating disorders, [Bring Your Brokenness](#) offers the first U.S. nonprofit residential treatment facility—The Charis House—dedicated to treating and healing eating disorders. Though every person deserves to receive care, regardless of their financial situation, only [one in 10 people who suffer get treatment](#).

With a unique model that admits half of its patients through scholarships (with the other half admitted through insurance), Bring Your Brokenness breaks down the financial barriers that prevent treatment and recovery.

Its online boutique, [Hope Restored](#), offers branded [Iconic Tumblers](#) plus handmade items created by people in recovery. Proceeds from the donated



handcrafted items fill the cup of recovery, and fundraising tumblers help provide scholarships for people who could not otherwise afford treatment, which helps hope and healing begin.

*Note: Bring Your Brokenness was the recipient of a 4imprint [one by one](#)® grant.*





# Like what you saw in amplify?

Check out past issues.



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