

WINTER 2023

amplify

4imprint®

Promotional products.

Remarkable results.

5 event marketing tips to help pack the house

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Promotional trucker hats

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How to increase event registration

One organization finds success telling 5K participants to take the (branded) tote and run, p. 17



When you find the right partners on a project, the whole really IS greater than the sum of its parts.



Kevin,
with 4imprint
32 years

In fact, a good partner will both complement your strengths and expand your impact.

In this issue of amplify®, you'll meet organizations that are making a much bigger impact by working with one or more partner organizations.

We find a perfect example of this in our Cover Story, which introduces you to an organization that teamed up with suppliers to boost turnout for an important event.

[\(Cover, p. 7\)](#)

Our Swag Master followed a similar path, partnering with an animal rescue organization to raise needed funds.

[\(Swag Master, p. 20\).](#)

To build a powerful referral network, one healthcare organization paired staff with referral partners. [\(Trend, p. 21\)](#)

These partnerships are just a few examples of the creative ways organizations are finding to work together for mutual benefits. We hope their stories inspire you to strengthen (or develop) a partnership, too!

In partnership,

A handwritten signature in blue ink, which appears to read "Kevin". The signature is stylized and fluid.

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 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.



Smart event marketing can turn a good turnout into a great turnout. Our cover story dives into five tips for effective event marketing.

Meet this month's featured contributors



Suzanne Worwood
Senior VP Merchandising
4imprint

Help your organization “cap-tivate” your audience from the top down. In [Product Highlight](#), Suzanne shares promotional trucker hats with big style.



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

In [Remarkable Moment](#), Cheryl Sina shines the spotlight on an organization that provides life-changing skills for adults with developmental 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](#) turned promotional drinkware into much-needed support for an animal rehabilitation sanctuary. Social media specialist David Vignali, a member of the 4imprint team for 8 years, knows this is what defines a Swag Master.



You!

Customers and staff will take note with notebook giveaways. In [Overheard](#), our customers show you the giveaways and SwaggingRights[®] stories that let them send the “write” message.

#SwaggingRights®

Send the “write” message with branded notebook giveaways



thesheefoundation

Look what arrived today!!! ... Thank you to @4imprint for these wonderful notebooks for our ladies! We truly appreciate you!!



Kellie

Love the combo of notebook and pen. This is a great little gift to real estate agents that join our team, and as a fun give away item.



Joyce

We used these as swag at conventions, and they were well received. We already need to place a third order!



Angela

When I was given the task of finding a last minute item for our annual conference of 100+ leaders, I knew I could find something at 4imprint!

4

Andy

We love the journals we just received for an upcoming donor appreciation event and our logo turned out so well on the cover! Thanks for making a great product that our donors are sure to be wowed by!



4

Kari

I really enjoyed the quality of the journals and pens we ordered as well as the speed of printing & delivery!



4

Lara


Love the way these turned out! We are giving these out to our volunteers as gifts of appreciation for all of their dedication and hard work during the pandemic and beyond! Thank you for delivering such a great product.



Jaime Kroeger

Big shoutout to the fine folks at 4imprint for exceeding expectations for delivery of the custom notebooks I ordered for staff attending our inservice today.

How shiny and pretty are these?!?

 Check out our Pinterest® boards for staff and customer [notebook giveaways](#) that will have prospects, clients and team members taking note of your brand.



5 event marketing tips to help pack the house

By Taylor Fischer

How to do event marketing





When [Outside the Lines Art Studio](#) in Hamilton Township, New Jersey, opened for business, owner Danielle Ingeri hosted an open house and handed out a practical gift to everyone who attended. The [imprinted tote bag](#) was a big hit and has continued to raise awareness.

The meet-and-greet provided a chance for people to come in, walk around, ask about services and see how things are set up inside the studio.

Customers received a tote bag filled with goodies, including rubber duckies, temporary tattoos, candy and other items. What's more, New Jersey state law is that people have to bag their own groceries, so the tote bags will come in handy on a daily basis.

Research shows the number one reason people hang onto promotional products is [because the product is useful](#). Outside the Lines Art Studio's bag fit the bill perfectly.



Raise awareness about your event with branded products.

“Community members compliment the bags all the time,” said Danielle Ingeri, owner.

“I take them with me to the supermarket and people will stop me and ask, ‘Where’d you get the bag?’ I always carry a couple extra just in case and give them out. People ask about where the studio is. Any new customers always walk out with a bag. Handing out the bags has definitely provided foot traffic. Plus, the bags are practical for grocery shopping,” Ingeri said.

From a small virtual launch party to a huge seminar or annual fundraising gala, events are only as successful as their turnout. These five event marketing tips can help ensure your next event is a smashing success.



1. Create SMART event marketing goals

SMART stands for specific, measurable, achievable, relevant and timely. SMART goals help ensure your event is a true success, rather than just a fun get-together that doesn’t actually advance your organization. It also helps improve your marketing effectiveness.

Here’s how to do event marketing using SMART goals:

- S Specific:** Decide how you will decide if the event is a success. By sales growth? New email sign-ups? Amount of brand exposure?
- M Measurable:** Make sure you can quantify your goals and that the numbers will help your overall business. For example, exactly how many leads or sales do you need to gain to improve your quarterly performance?
- A Achievable:** Run your goals by other people in the organization to make sure they’re realistic.
- R Relevant:** Make sure your goals are relevant to the actual event you’re marketing.
- T Timely:** Set a timeframe to achieve your goals.



2. Choose a unique theme

Selecting a one-of-a-kind theme for your event helps you stand out. Choose a theme that appeals to your specific audience and ties back to your brand. Maybe your audience is into outdoor activities. Maybe they live and breathe math and science. Maybe they're busy parents.

As part of the theme, invite a guest speaker to talk about a topic related to the theme. A speaker who's seen as an authority by your audience can help boost attendance. Attendees feel they'll learn something that will add value to their life, while staying engaged and entertained.

3. Incorporate countdowns

Countdowns can generate buzz around your event. They're great for encouraging last-minute registrants to go ahead and sign-up. They're also good for keeping people who already signed up excited and engaged. Registrants can share on social media how they're counting down with

you and will see you in two days, three hours and five minutes.

4. Encourage attendee sharing

Almost [80% of people](#) say user-generated content highly impacts their buying decisions. And people say user-generated content is [almost 10 times more impactful](#) than influencer content.

When registrants and attendees talk about their experience—before, during and after the event—they create interest. Other people in your audience will want to be sure they don't miss out next time.

Almost

80%



of people say user-generated content highly impacts their buying decisions.



5. Run a pilot

Piloting an event can help gauge interest in products/services and ensure everything will go smoothly before a public launch.

[Beacon Broadband](#), an internet provider based in Brookings, Oregon, decided to pilot fiber internet in a new area. About 50 locals signed up to be the test customers and make sure the fiber internet would work well at providing high-speed service for a set amount of time.

At the end of that time, Beacon Broadband hosted a pilot event as its ribbon-cutting precursor. Test customers were invited to share their experience. Staff wanted to be recognizable, so they purchased branded [Silk Touch Performance Sport Polos](#) and [Taza 1/4-Zip Performance Pullovers](#). Each customer also received a goodie bag to take home.

Establish your company with branded gear.

“We provide fiber internet in rural areas where no other internet companies go. We’re a direct subsidiary of the local electric co-op, called Coos-Curry Electric Cooperative, and having their name on our gear gives us a lot of credibility,” said Bill Gerski, vice president of marketing and sales.



Silk Touch Performance Sport Polo



Taza 1/4-Zip Performance Pullover - Ladies

“Our branded shirts help us establish ourselves in the community and build awareness,” said Gerski.

When test customers’ experiences with fiber internet turned out great, Beacon Broadband opened its internet services to the entire community.

To celebrate, staff held a ribbon cutting outside the new building and invited

customers. With barbecue, branded gear and some goodies, the event helped the company show its appreciation to customers.

Event marketing that fills seat after seat

These event marketing tips can help make your next event a success. As Outside the Lines Art Studio and Beacon Broadband discovered, knowing how to do event marketing is an effective way to get the word out and help your organization grow. [4](#)

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

Useful products to help your event be a smashing success



Grand Stand Bamboo Bluetooth® Speaker

Reaches 30 feet and plays for 2 hours.

Lade 3-Piece Bamboo Cheese Set



Fuse Marble & Bamboo Coaster



PRODUCT HIGHLIGHT

Promotional trucker hats

By Suzanne Worwood



Cap off your brand with style >>



Promotional trucker hats have humble roots: During the 1970s, feed or farming supply companies used these practical accessories as promotional giveaways. Their comfortable foam and mesh construction made them popular, and today they're a stylish addition to any casual-chic wardrobe. Trucker hat giveaways are a great way to top off your marketing.

Proudly display your logo with patches

Extend your brand's reach with trucker hat giveaways that proudly display an on-trend patch featuring your logo. The [Zone Sonic Heather Trucker Cap with a laser-engraved patch](#) or a [printed full-color patch](#) will keep your organization front and center.

Features six-panel construction for a comfortable fit.

Zone Sonic Heather Trucker Cap - Laser Engraved Patch



Add your logo with a laser-engraved patch.



Zone Sonic Heather Trucker Cap - Full Color Patch

Reach more eyes with Richardson®

Make recipients excited from head to toe with co-branded Richardson caps. This top-selling cap's [embroidered](#) logo or [full-color digital-imprint](#) patch helps your organization stand out.

Richardson Trucker Snapback Cap - Full Color Patch



Richardson Trucker Snapback Cap



New Era® Mesh Back Trucker Cap



5-panel construction: Vintage style is new again

Trucker hats can be made with five or six panels. Unlike the six-panel style, five-panel hats, like the [New Era® Mesh Back Trucker Cap](#), have only one panel across the front, creating a large, smooth surface to display your brand's logo without being interrupted by a seam or stitching.

Authentic trucker look without an 18-wheeler.

A medium-profile cap for big results

Trucker hats can be high, medium or low-profile. A high-profile hat will rest higher on the wearer's head, whereas a low-profile one will fit more snugly. For an in-between option, the [Mesh Back Trucker Cap – Embroidered](#) is an everyday, medium-profile cap with an adjustable snapback closure for a comfortable fit.



Mesh Back Trucker Cap - Embroidered

Weave new partnerships with braiding

A [Trucker Snapback Braid Cap](#) combines the classic silhouette of a promotional trucker hat with a unique braid across the bill, adding depth and individuality.



Trucker Snapback Braid Cap

Catch your customer's eyes with this unique style.



ahead® Serape Cap

Pull out the stops with patterns

Bright, bold patterns are perfect for making a lasting impression. With an [ahead® Serape Cap](#), your brand will pair with the bright, warm tones of a serape pattern. Available in multiple eye-catching colors, this pattern pops.

Put your brand ahead of the rest.

“Cap-tivate” your audience with promotional trucker hats

Your brand will stand head and shoulders above the competition with promotional trucker hats that customers and employees alike will reach for again and again. With these trucker hat giveaways, your audience will be brimming with joy. [4](#)

Looking for more information about promotional trucker hats? Email 4ideas@4imprint.com with questions.



How to increase event registration—**fast!**

By Taylor Fischer



One organization finds success telling 5K participants to take the (branded) tote and run





The Bohicket Half Marathon and 5K, a nonprofit in Johns Island, South Carolina, wanted to draw in runners like bears to honey. As Organizer and Race Director Pat Welch brainstormed how to increase event registration, he found an effective solution—long before runners reached the starting line.

Sprinting for a cause

For 12 years, the Bohicket Half Marathon and 5K has raised funds for two organizations: The Kiawah-Seabrook Exchange Club and the Charleston Animal Society.

The Kiawah-Seabrook Exchange Club supports local schools, charities and community initiatives and fights against child abuse. The Charleston Animal Society is a no-kill shelter that cares for local animals and helps place them in loving homes.

The Kiawah-Seabrook Exchange Club and Charleston Animal Society provide volunteers for the event and use the funds to support their charitable and community causes. Increasing event registrations meant each organization could do more in the community.

Motivation to cross the registration finish line

Each event featured branded giveaways, enticing runners to sign up while also thanking them for their participation.

Every runner receives a shirt and three-inch medal. Winners also receive a beautiful glass-blown pelican award.

Seeking to grow participation further, Welch wanted a buzz-building gift participants would carry with them long after race day. He ordered cotton totes with rope handles, similar to the [Buena Vista Cotton Tote](#).



“For the bags, we wanted something substantial. Something that would last. Most races around here don’t give any bags for the runners. Or, they just give them a little plastic bag. We wanted to make a statement and make the Bohicket Half Marathon and 5K stand out,” Welch said.

That’s exactly what happened—in record time. Registrations increased 150% last year and are trending the same way this year.

“The increased sign-ups are largely due to the high quality of the totes,” Pat Welch said.

“I still see people walking around town or at the beach with their bags from last year. Several runners have told me they’ll run just so they can get the bags.”

Increase interest in your event with quality promotional products.

Branding beyond race day

When the Bohicket Half Marathon and 5K evaluated how to increase event registration, an eye-catching, useful branded tote proved to be a speedy solution. The bags will help tell the Bohicket Half Marathon and 5K story long after participants cross the finish line. [4](#)

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

Pint-sized thank-you gifts

By David Vignali

One nonprofit's clever use of fundraising thank-you gifts

[Barn Hill Preserve](#) supports animal education, conservation and rehabilitation. When staff saw an opportunity to help a Costa Rican animal rehabilitation sanctuary called [Kids Saving the Rainforest](#), they jumped at the chance. Thank-you gifts for donors helped make that possible.



★ A taste of generosity

When you have interesting animal ambassadors, an event that gives supporters an up-close encounter is sure to be a draw. Barn Hill Preserve's "Brews & Roos" fundraising event includes opportunities to meet some of the Preserve's resident animals while also enjoying locally brewed beverages and food truck treats. All event attendees and donors were given a [Frosted Tumbler](#) to use for sampling. Donors also received a Brews & Roos-branded [Brew Pub Glass](#) as an event keepsake.

★ VIP experience on tap

Barn Hill Preserve wanted to make the event even more memorable for VIP attendees. Adding the Brews & Roos logo to a [Stainless Steel Pint Glass](#) added a luxurious touch for donors supporting at a higher level.

★ Going "ale" out for animals with donor thank-you gifts

This Swag Master gives thank-you gifts for donors that serve as a lasting reminder of a one-of-a-kind, up-close experience with animals. That's a boost to their brand and the animal sanctuary they support.

TREND

Referral marketing tips to **grow your business**

By Maggie Manley

Reach new clients and build confidence in your brand with referral marketing programs





Positive word-of-mouth via referral marketing can do wonders for your brand. According to a [2021 Nielsen study](#), 88% trust recommendations from people they know more than any other type of advertising. Clients that companies gain through referrals are highly valuable. They spend [15-20% more than other customers on their first orders](#), are more likely to make repeat orders, and are three times as likely to tell their friends and family members about their experience.

It's easy to see the potential benefits of creating a referral marketing strategy to

help grow your brand. Here are a few tips to help you get started.

Provide an experience worth talking about

If you want your customers to talk about your brand, you'll first need to create a [noteworthy experience](#) they'll gush about in professional and social circles. Providing a top-quality product or service, exceeding customer service expectations and responding to feedback are crucial to building feelings of goodwill that translate to off-the-cuff conversations and recommendations.

Referral customers spend 15-20% more than other customers on their first order.

[Source](#)



Follow up and keep customers engaged

Keep your brand in the forefront of customers' minds by following up and keeping them engaged after your initial contact through email, social media or with promotional products that display your logo. Promotional products are especially effective at improving brand recall for customers: 85% of recipients remember the advertiser who gave them a promo product. And a customer who can remember your brand is more likely to bring it up with a friend, family member or colleague.

When Heart of Texas Veterinary Specialty Center in Round Rock, Texas, thought about growing its business, it was clear promotional products were key. Its patients are frequently referred from general practice veterinarians.



“Seventy-five percent of our clients are referrals,” said Hailey Ponce de Leon, lead surgery technician.

Now its marketing department is handing out imprinted Plush Heart Hot/Cold Packs to previous referrers as well as local veterinarians.



Plush Heart
Hot/Cold Pack

Add promotional products to your referral marketing strategy.

Not only can veterinarians use them with customers, but also they keep the center top of mind when specialty treatment is required. Providing hot and cold packs to customers after the procedures helps when future follow-up appointments are needed too.

Offer unique and useful incentives

Offering [useful or unique incentives](#) encourages customers to spread the word about your brand. A discount, free shipping code, special offer or customized promotional item may motivate customers to choose your brand over another.

For [Visiting Nurse Home & Hospice](#) in Portsmouth, Rhode Island, referral partners play a crucial role.

“We provide hospice and palliative care, as well as rehab and post-surgical services, so all of our business has to come from doctors,” said Betty Cares, marketing and donor relations administrator. “We have a lot of competition and, as a nonprofit, our budget isn’t huge.”

To help keep its brand at the top of the list for its referral partners, the marketing liaisons at Visiting Nurse Home & Hospice decided to use [googly-eyes pens](#) as incentives because they are clever and

Engage customers with unique incentives.



unique. Most importantly, healthcare workers can clip the pen onto their lanyards, making the incentives useful and more likely to be kept.

“People started requesting the pens specifically, and they help keep us as the first choice when they have a patient who needs care,” said Betty Cares.

Show genuine appreciation

Don’t forget to show genuine appreciation to your referring and referral clients. Expressing gratitude through a handwritten note, friendly phone call or heartfelt email helps cement your brand’s authenticity and reputation for personalized, top-quality service.

Get a thumbs-up with referral marketing

When you build a strong referral marketing strategy, customers help spread the word about the excellent experiences your brand provides. Engaging follow-up communication and practical incentives can motivate and reward. That’s a winning approach for you and your customers. [4](#)

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

Learning life skills with promotional fidget toys

By Cheryl Sina

A gift to hold on to

For adults with developmental disabilities, robust employment and life skills are key to maximizing their independence. To help adults gain the skills needed to be successful at work, in the community and with their peers, [The Workshops, Inc. \(TWI\)](#) provides jobsite support, in-home assistance, transportation services and day programs. The [Push Pop Fidget Game](#) finds new purpose in these journeys toward independence. Participants reduce anxiety with the sensory gifts while filling out paperwork, engaging in extended conversations and more. That makes promotional fidget toys a gift they'll hold close.

Note: The Workshops, Inc. was the recipient of a 4imprint [one by one](#)® grant.



Like what you saw in amplify?

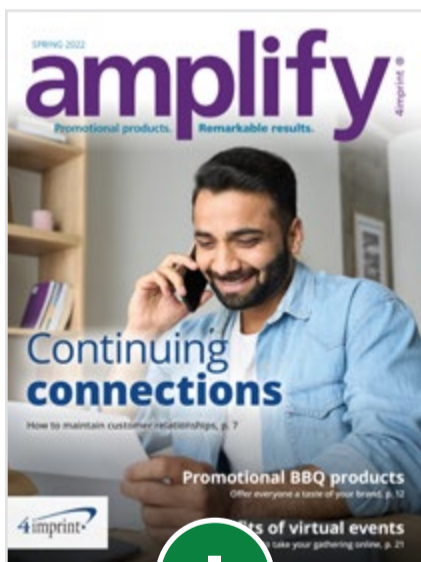
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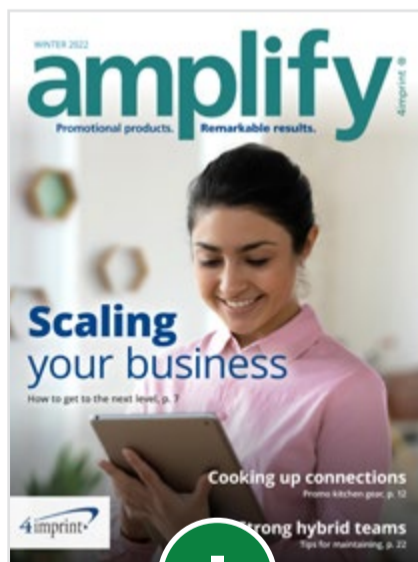
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