

FALL 2019

amplify

4imprint®

Promotional products. Remarkable results.

Nurturing nonprofit connections

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Celebrating our 5th anniversary with updates on customer success stories

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I'd like to make a toast.

(If you have a beverage nearby, feel free to raise your glass.)



Kevin,
with 4imprint
28 years

Five years ago, we decided to launch a little experiment—creating a place where you could share your promotional products wins and get ideas from other promotional products users.

It was a pretty unorthodox thought at the time because much of the content around promotional products focused on the products themselves—features and benefits. So, we were curious to see whether readers would be interested in hearing success stories from other promotional products users.

And, like many experiments, we've learned a lot along the way. We offered the very first issue via mobile app—and you told us that you'd like to see it offered online as well. We've discovered that some types of content are home runs, while other types of content were okay to let go. Through it all, we've repeatedly tapped into the people who know the best ways to use promotional products: YOU!

Five years. Hundreds of interviews. Thousands of ideas. We are so grateful to you for helping us turn amplify® into a resource the business owners, marketers, HR pros, nonprofit leaders, educators and others can turn to for fresh ideas and inspiration.

We feel fortunate that so many of you have trusted us to tell your stories. For this issue, we're circling back to a few of our favorites to ask “Where are they now?” It's a fun follow-up that shows amplify isn't the only thing that has evolved in the last five years. Our customers' use of promotional products has as well.

Cheers to another 5 years of learning and sharing!

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

Kevin Lyons-Tarr, CEO
4imprint

PS—If you're on either side of event sponsorship, we've got some great [customer tips](#) and tricks for making event sponsorships successful for both businesses and nonprofit organizations.

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amplify

Promotional products. Remarkable results.

4imprint®

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.



Finding corporate sponsors for your nonprofit event can create a win for you, the business and the cause you support. Find out how nonprofit giveaways can help you build these powerful partnerships.

Meet this month's featured contributors



Suzanne Worwood

Senior VP Merchandising
4imprint

Not all blanket giveaways are the same. Just ask Suzanne. She has been with 4imprint for 19 years. In this issue's [Product Highlight](#), Suzanne shares how to choose the right promotional blankets for the car, the couch and the campfire.



Cheryl Sina

one by one® Coordinator
4imprint

Need a [Remarkable Moment](#)? Have a cup of coffee and cuddle with a cat. Not at your home, but at the Kzoo Cat Café & Rescue. Cheryl highlights this unique organization as part of the 4imprint *one by one*® program. Cheryl has been with 4imprint for 21 years.



Erika Ferguson

Social Media Manager
4imprint

In this issue, Erika has found the perfect organization to feature as our [Swag Master](#). See how they used their creativity for a community cause. Erika has been with 4imprint 12 years and coordinates 4imprint's social media communities.



You!

Customers are posting pictures of promotional mugs to social media and getting some serious [#SwaggingRights](#)®. Other organizations are taking their mug giveaways to the next level and using them to create unique gift baskets! Check it out in this issue's [Overheard](#) section.



#SwaggingRights®

Promotional mugs are great for business—and gift baskets



emieletters
#grateful is a happy place to be. Sorta fun to have your #handlettering on a mug! 🥰
We sold these at #WIPconf at my church!
#handlettered #moderncalligraphy
#ipadpro #ipadlettering #4imprint



Trans International
@TransIntLL
Not only was the free coffee exciting, but they surprised everyone with a free reusable TI mug!! #SwaggingRights #4imprint



thespotnb
What spot to check out next?
#airbnbhost #airbnbhomes #airbnbmexico
#airbnbguest #airbnb #4imprint



millcreekfallsretreat
Wanna cuppa? We are ready for you! Mill Creek Mugs are now available for you to use at camp AND you can buy your mug for just \$5 and take it right on home with you!
#gooddeal #MillCreek #CampMug #4imprint



See how companies are using promotional mugs to build fun gift baskets.

4

Shanna

We were looking for a thank you gift for some of our larger clients. As shown: Mug, 3 pens with Godiva chocolates in a cellophane bag tied with a satin ribbon.



4

Theresa

Every Monday we send out our Beneva Mug full of candy or flowers to new employees in the area.



4

Shae

Budweiser Dairyland Super National Truck & Tractor Pull fans are enjoying our Travel Mugs....key chains and new pens!!!



4

Carlos

We used these at an anniversary celebration to store our other 4imprint giveaways. Everyone loved these!



Check out our [Pinterest®](#) board for other promotional mugs that have earned #SwaggingRights.



Nurturing nonprofit connections

By Joshua Grover-David Patterson

Attracting event sponsors
with nonprofit giveaways





Heather Garrison can't say enough good things about her nonprofit event sponsors. Now on the way into its third year, the initiative, [Gardening Against Cancer](#)—founded by Greg and Michelle Gard—has raised over \$4 million to support cancer research and patient care in the state of Wisconsin. It shows donors its appreciation with nonprofit giveaways and sponsor recognition.

“I feel incredibly grateful because as part of the [UW Foundation](#), we already had a built-in audience,” said Garrison, director of the initiative. “We have a variety of sponsors, from those impacted by cancer to basketball fans to alumni and those wanting to make an impact in the state of Wisconsin.”

Whether you're starting with a built-in audience or building your sponsorship roster from the ground up, nonprofit event sponsors help every event achieve more by providing funds or in-kind gifts for your fundraiser. The key to getting sponsors is finding ways to connect with them. Here's how.



See how Gardening Against Cancer used promotional products as a thank-you gift for donors.

WATCH VIDEO 



Start four months in advance

When reaching out to potential sponsors, **earlier is better**. Start the sponsorship search at least four months in advance. Why?

- ✓ It gives companies time to get any necessary approvals.
- ✓ It gives you time to search for sponsors who are not already supporting another cause.
- ✓ It gives you time to collect sponsor logos and other critical information.

Prepare the details

Be ready to answer any sponsor questions. **Create two documents**—one covering event details and the other showing the impact sponsorship can have on your cause. Information they'll want to know includes:

- ✓ Sponsorship levels
- ✓ Publicity and connections gained through sponsorship
- ✓ Event size
- ✓ The audience who will be attending the event



Once you have the information above, it also helps to have a **simple sponsorship agreement** that outlines sponsorship terms.



Reach out to everyone

If you don't have ideas on where to start, getting in touch with sponsors can be as easy as 1-2-3:

TIP 1 Start with previous sponsors

Reach out to businesses that have sponsored you in the past. Get the sponsorship ball rolling with a well-crafted email followed by a personal phone call to people you actually know.

TIP 2 Reach out to your network

Ask board members, donors, volunteers and employees to help connect you with new potential sponsors. Ask them to help make an introduction.

Jen Carpenter, chief operating officer of [Junior Achievement of North Central Michigan](#) in Midland, Michigan, has found that reaching out to new contacts is crucial to her organization. Junior Achievement offers work readiness, financial literacy and entrepreneurship

programs to K-12 students. Carpenter often makes connections through new volunteers.

“We get new volunteers all the time and they all work for somebody. A referral from someone that already believes in our organization’s mission is priceless,” said Carpenter.

TIP 3 Cold call companies

When cold-calling sponsors you believe would be a good fit, be ready with the information you gathered—and set up an appointment to talk in person, or send them information via email if requested. And if you leave a voice mail, call them again if you don't hear back. When it comes to sponsorships, someone not reaching out to you might just mean they're busy. Only a “no” is a no.

Take care of your sponsors

As your sponsors fall into place, keep them in the loop about the upcoming event. Have a staff member serve as a [dedicated point of contact](#). That person will collect official logos and manage communications.

Remember to share your sponsors' names on your website and social media. This helps get the word out and makes [other possible sponsors](#) aware that they, too, can support your upcoming event.

Most importantly: say thank you

As your event comes to a close, [thank every sponsor](#)—large and small. Junior Achievement of North Central Michigan thanks participants and creates excitement for its golf events with nonprofit promotional products. “I’m very adamant that every single year, the gift we give our sponsors is not just something they’ll enjoy and use, but that it also includes a logo that everyone else can see after the event,” Carpenter said.

The group even uses some of the gifts as a sponsorship opportunity. [Titleist® DT TruSoft Golf Balls](#) are imprinted with their sponsor’s name and “Supports Junior Achievement.”

Gardening Against Cancer also has found ways to thank and recognize sponsors with nonprofit giveaways. At one fundraiser, sponsors whose donation was over a certain monetary level received a [Crossland® Soft Shell Jacket](#), which was placed at their table as an added form of recognition.

As a bonus, sponsors donated many of the nonprofit promotional products, allowing the money collected during the fundraiser to go to those in need. “Sponsors who receive a promotional item will also get a note stating who donated the item, which allows them to see that more of their money is going to people and places where it can do the most good,” Garrison said.

“We couldn’t do it without you.”

Nonprofit event sponsorships are truly a win-win. By showing companies they can support a great organization while getting their brand seen through a cool nonprofit giveaway, you can encourage them to help your cause. [4](#)

Note: 4imprint is a sponsor of Gardening Against Cancer

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



PRODUCT HIGHLIGHT

Promotional blankets for every occasion

By Suzanne Worwood

Win the season with a warm gesture!



Whether your customers and employees are heading out into the wilderness or getting ready for a long night of reading in a favorite chair, these blanket giveaways are sure to warm their hearts. Pair the “pile” (also known as *fiber length*) with your promotional blanket purpose to make it the cozy cover they reach for every time.

Fleece blankets for everybody

When fleece was developed in the 1970s, it quickly grew in popularity for a variety of uses, from jackets to mittens and, of course, blankets. With a short pile (similar to velvet), fleece is both warm and water-resistant, making it an ideal grab-and-go blanket for customers to keep in the car or living room.

The [Crossland® Roll Up Blanket](#) is the ideal just-in-case promotional blanket. Employees or customers will appreciate keeping these near the couch at home when a little extra warmth is necessary.

Crossland® Roll Up Blanket



Picnic/Stadium Blanket - Black and White Check

The water-resistant backing makes this perfect for picnics, BBQs and more!

The [Picnic/Stadium Blanket](#) adds an extra layer of protection to the warm and cozy fleece, thanks to its water-resistant underside that is perfect for keeping picnics dry—even if the lawn is damp.

Piles of warmth

Higher-pile blanket giveaways offer luxurious blanket options, which are a great way to say “thank you” during the holidays. The [Chenille Blanket](#) features a super-soft feel that wraps a person in softness.



Chenille Blanket

Custom throw blankets make great gifts for business partners, clients and more.



Newcastle Wool Fringe Blanket



Another excellent gift, the [Newcastle Wool Fringe Blanket](#), features a high-end wool-blend fabric that is both breathable, durable and wears well for all climates. It’s a gift they’ll reach for again and again, made extra special by its quality construction and weight.

The [Super Soft Plush Blanket](#) has all the feels. The top is velvet-style plush, while the bottom features a sherpa-style high-pile.



Super Soft Plush Blanket



Ideal for outdoors

Of course, blankets aren't just for picnics or evenings on the couch. Employees or customers who want to get out into the wilderness also need to keep warm.

The **Camper Blanket** is a modern puffer-style blanket for customers who love to spend time in the wilderness. Featuring an included bag, it's a high-end blanket giveaway top clients are sure to appreciate.

The Camper Blanket



Warm your next promotion

Whether they're used for picnics, the easy chair or campfire, promotional blankets are a long-lasting gift—one that will remind customers of your warm gesture for years to come. 

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





Impressions that last

By Joshua Grover-David Patterson



In honor of our 5th anniversary, we wanted to check in with a few of the organizations that made a difference using popular promotional items. Let's take a look at where they are today.



Taking steps to better health



Spring 2015

READ NOW >

Pulaski High School

In the mid-2000s, Sue Mathews, a school nurse at [Pulaski High School](#) in Milwaukee, Wisconsin, was concerned that students spent summer vacations playing video games and doing other sedentary activities. Using a grant focused on preventing Type II Diabetes, she partnered with the [Milwaukee Area Health Education Center](#) on a program encouraging students to record their steps with pedometers. Students received “Funny Money” for taking walking “trips” around the United States and exchanged the money for popular promotional items.

When we met Mathews 10 years after the program’s start, numerous students had learned important lifetime habits.



Still on the move

Though Mathews has since left the school, school nurse Crystal Hoecherl has kept the walking program moving. The program has increased its scope to teach children more about diet and exercise and how they affect Type II Diabetes prevention.

“Health education students from [Alverno College](#) are handling the day-to-day of it,” Hoecherl said, a change she feels is a win for both sets of students. “The college students are learning how to make this information interesting for kids.”

One other innovation has literally brought fresh food into the equation and teaches students how to grow their own food. “We’re also growing some aerogardens so that kids can taste what fresh vegetables taste like,” Hoecherl said.



Students chose a variety of promotional items as rewards for their achievements.



Winning leadership

Spring 2015

READ NOW >

Wisconsin Leadership Seminars (WILS)

Using only volunteers and charging no participant fees, the [Wisconsin Leadership Seminars \(WILS\)](#) presents a three-day summer conference that helps students hone leadership skills and build a support network of like-minded peers.

To raise money that provides fully-funded sponsorships for all attendees, its alumni association sold branded apparel. So when 4imprint offered a “brand with 10 grand!” contest, alumni created a [video entry](#)—and then asked their friends and colleagues to vote for it daily. Their hard work and ambition paid off with a win.

With the \$10,000 promotional product prize, they planned to stock more items for their alumni association to sell and raise funds for more students to participate in leadership development opportunities.

Raise funds with trendy promotional products.

Funds continue to grow

“We invested part of the money to create branded merchandise—like [sweatshirts](#), [T-shirts](#) and [sunglasses](#)—which was sold to alumni of the WILS program,” said Sarah Perkins, president of the WILS board of directors. “It allowed us to increase profit margins so we could offer more money for students to attend conferences and award college scholarships.”

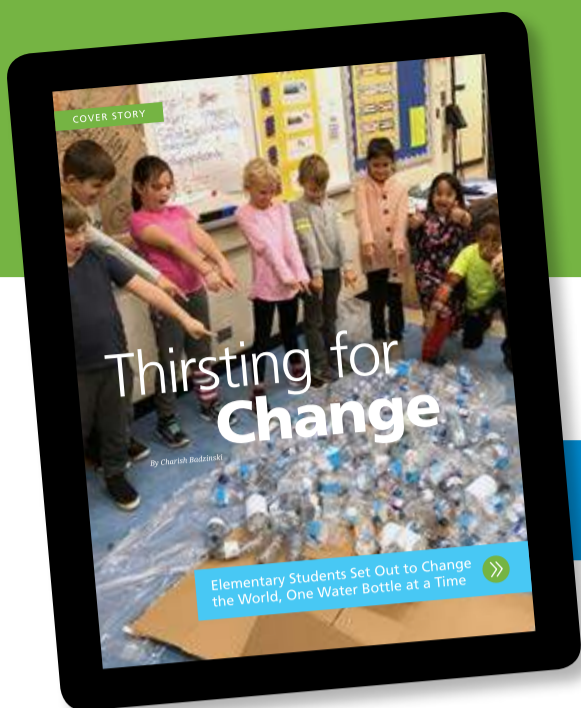
They used another portion of the prize money to invest in [table throws](#), [sail signs](#), and other items they could display at events, plus thank-you gifts for volunteers.

“When we invest in our volunteer gifts, we get items like the enamel pins or coffee tumblers, which people wear at work or drink from at school. Seeing our logo has sparked conversations with coworkers or strangers that have led to donations. Or someone will say, ‘Oh, I went to WILS too,’ or ‘My daughter went to that conference. How can I get involved?’ And it has reconnected people who attended the conference 15 years ago.”

Risky Business
Sunglasses



Thirsting for change



Winter 2017

READ NOW >

Students still thirst to help

These second- and fifth-graders changed their community and the world with their projects.

Students sold the water bottles over the course of the next two school years—roughly 800 bottles in all. “It was awesome to see the students embrace it; the families embraced it; even the community embraced it. It was really humbling for me and the school,” Pitman said.

They built one filling station—followed by three more. Thanks to a grant sponsorship, they virtually eliminated disposable water bottle use. They also provided funds to Drop in the Bucket, which were used to provide clean water to refugee camps.

Seeing two ambitious projects through to completion would be a major accomplishment for any classroom, but students wanted to do more.

“I showed the kids a video about what it was like to live in different countries, and the kids didn’t want to talk about academic discussion, they wanted to talk about what kids in developing nations were dealing with and how they could help,” Pitman said.

After discussing the costs of feeding a family in a developing nation, the class connected with an organization that offers job training and small loans. “We ended up raising enough money to help two families start businesses in Nicaragua,” he said.

Burnhamthorpe Public School

During a lesson designed to develop students’ critical thinking skills, second-grade teacher Kyle Pitman’s and fifth-grade teacher Sarah Emmett’s classes investigated school water-bottle usage. They learned that only 1 in 3 bottles was recycled and that their school—[Burnhamthorpe Public School](#) in Mississauga, Ontario—used nearly 200 bottles in a single day.

The students put a plan into motion: They would sell reusable water bottles to fund a school water-bottle filling station and raise money to get clean water for schoolchildren in Africa through an organization called Drop in the Bucket.

The discovery became a lesson on business management, economics, mathematics, global water issues, ecology, marketing and so much more.



ID Sport Bottle

Marking the occasion with a bang



Winter 2017

READ NOW

Alaska Satellite Facility (ASF)

As part of the Geophysical Institute at the University of Alaska Fairbanks, the [Alaska Satellite Facility](#) gathers research data for the scientific community, including NASA, on glaciers and climate change as well as flooding and the Amazon rainforest.

For its 25th anniversary celebration, ASF helped attendees of all ages learn about propulsion by allowing them to fire bottle rockets and water pressure rockets. The ASF also gave away [Bungee Rockets](#), which ended up being top giveaways. “There were some really, really tall “children” standing in line to shoot the rockets!” ASF Director Nettie La Belle-Hamer noted at the time.

The event enabled ASF to connect to the community and get kids (and their parents) excited about science.

Event sparked more celebrations

Since the celebration, La Belle-Hamer has noticed one major change that she views as extremely positive. “I have noticed that the university has become more interested in hosting these kinds of events,” she said.

“They take a fair bit of time to prepare, especially to make sure that there are things the kids would be interested in,” La Belle-Hamer continued. “But we are changing the way the university is interacting with the local community, opening up our doors in a different way.”

One other thing is for certain: People remember the event, and their popular promotional item left an impression. “People are still calling up and asking if we have any more of those rockets,” she said. “It was definitely one of our better swags.”



Turn an ordinary get-together into a blast!

Do you have a promotional products success story?
Tell us about it at 4ideas@4imprint.com.



Creativity for a cause

Members of the [Madison Heights Arts & Culture Advisory Board](#) found a unique way to support a city-wide initiative using artistically branded promotional water bottles to reduce the use of plastics.



Their approach to raise money, awareness and participation in this community cause is what has earned them title of Swag Master!

★ Two causes in one

The group wanted to raise funds for arts initiatives around the city of Madison Heights, Michigan. By selling reusable promotional water bottles, it could help two causes at once—raise money for the arts while getting more people to go green.

★ Promotional products as art

When an artist is told they can imprint anything on a promotional water bottle, expect something amazing. The board vice chair created a crayon transfer of a city manhole cover, and the results were stunning! This Swag Master knows that putting your personal touch on a promotional product can make a huge impact.

★ Selection is key

It wasn't just the awesome artwork that grabbed people's attention. The group made a lot of great decisions when selecting its promotional water bottle. First, it chose a [h2go® Surge Aluminum Sport Bottle](#) with features that people love. And then it decided on the vibrant apple green color that would stand out in a crowd. The choices created the perfect combination for fundraiser sales.



h2go® Surge Aluminum Sport Bottle

TREND

Celebrating the seasons

By Joshua Grover-David Patterson

Creating customer connections
with holiday swag



While your company might think of “the holidays” as the time between Thanksgiving and New Year’s Day, every day of the year **has a holiday** associated with it. So no matter which holiday your company chooses to celebrate, each of them can provide ways to connect with customers through social media, parties, sales or holiday swag.

Brainstorm seasonal ideas

Choose a holiday and start planning your online or in-person campaign as early as possible—at least **two seasons ahead** of the celebration is a reasonable time to start.

And whether you decide to focus on the most prominent holidays or choose a more obscure holiday, putting your own special spin in it can make it extra **memorable**.

Winter

It’s always fun to host a holiday party for Hanukkah or Christmas. But don’t forget about Valentine’s Day, Groundhog Day, or something more non-traditional.

Spring

Get online and share a special Mother’s Day social post. Or make up a fake product and advertise it on April 1.

Summer

Invite customers to a barbecue for Independence Day. Set up a grill near your storefront, or throw a party and invite your best customers.

Fall

Partner with other businesses in your neighborhood and create a not-so-scary trick-or-treat Halloween experience.

Royal Oak Realty Trust in Rochester, New York, throws two holiday-themed parties every year. “One of our gatherings is a holiday party around the beginning of December,” said Shareholder Services Coordinator Rachel Vail. “We invite our investor base, and we also include any banking partnerships, attorneys and real estate partners we’ve been working with.”

It also does a smaller party at another point in the year, often tying it to another holiday—or a national sports event.

Both get-togethers include a special gift or party favor. For Christmas, Royal Oak has given away [power banks](#) and playing cards as holiday promotional items. For its other gatherings, the group often follows a theme. For basketball playoffs, it printed its logo—modified to look like a basketball—on a Koozie®. And for St. Patrick’s Day, handed out baseball hats and pint glasses.



Give away memorable gifts

Whether you’re [thanking them for being a customer](#) or enticing them to walk through your door using holiday swag, giveaways can remind customers of your brand. And studies show [83% of consumers](#) are more likely to do business with a company that gave them a promo item.

Royal Oak Realty Trust’s holiday promotional items are always appreciated—and have a long reach. “We get a lot of feedback that people really enjoy our gifts,” Vail said. “One year we gave out tumblers, and we still get people raving about them. We’ve also had people say they really liked a hat we gave them and asked if they could have another one because theirs was getting worn out.”



Power Bank with Attached Cable

83% of consumers are **more likely to do business** with a company that gave them a promo item.

LOGO



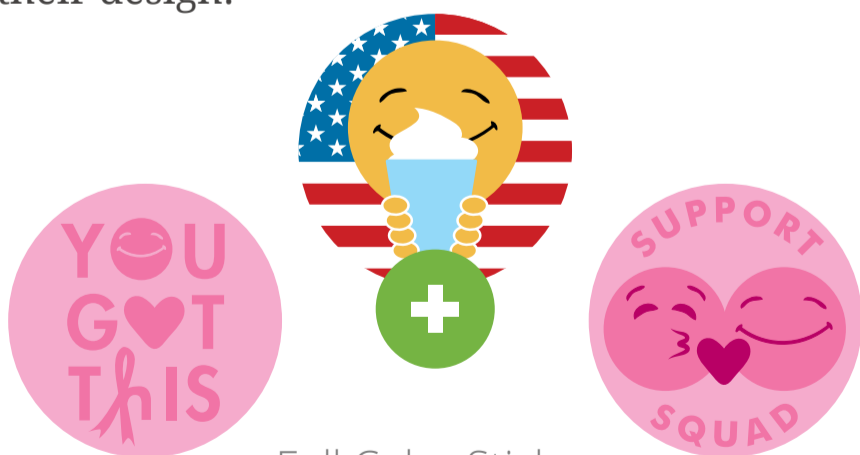
Share special seasonal looks

It can be fun to go all-out and decorate your [storefront or lobby](#) for the holidays, but an item as small as a [sticker](#) can create festive fun.

For example, [Scooter's Coffee](#) in Omaha, Nebraska, has been attaching a [smiley face sticker](#) to its drinks since founders Don and Linda Eckles opened their first of many coffee shops. And with each new season, they tweak their design.

“We bring in different campaigns throughout the year,” said Brand Execution Specialist Breanne Fabian. “We have promotions for times like St. Patrick’s Day. For Halloween we have everything pumpkin, and for Christmas we have peppermint mocha and sugar cookie lattes.”

The campaigns go beyond creating seasonal drinks. “Last year’s holiday campaign was “Share Warmth, Be Amazing!” Fabian said. Using a play on words of its slogan—“Amazing People, Amazing Drinks ... Amazingly Fast!®”—the cup design featured different ways people could share warmth in their community, from sharing gifts to taking a family walk with a cup of coffee.



Full Color Sticker
by the Roll

Bright colors and smiley faces create a memorable promotion.

Offer a chance to do good

Giving a special discount or running a sale **during a holiday** is a tried-and-true method of bringing in customers. But giving people a smile and a chance to make the world a better place can also have a big impact.

Helping a nonprofit is good for your business as well—**91% of consumers** say they would switch to a brand that supports a good cause.

Scooter's Coffee has donated money to several good causes, including **Wounded Warriors Family Support**. On Veteran's Day, veterans received a free drink. The business also encouraged customers to donate a dollar during their purchase. Each cup featured a special sticker with a smiley face and an American flag.

The campaign was a success in more ways than one. "We raised \$5,000 for the organization," Fabian said.

"And the stickers reminded people of the importance of the holiday—and to have an amazing day," said Fabian.

Celebrate every season

With 365 days in every year, you have 365 chances to celebrate with your customers. So pick a holiday, come up with a cool way to connect, select holiday swag, and get ready to have fun. **4**

Find small ways to make a big impact with holiday promotional products.



Patriotic Sunglasses



Stick one to every receipt or invoice.

Super Kid Sticker Sheet - Valentine's Day

Pumpkin Stress Reliever



Warm fuzzies

Blanket giveaways offer thanks for kitty care

By Cheryl Sina

The **Kzoo Cat Café & Rescue** in Kalamazoo, Michigan, takes warm fuzzies seriously. The café offers potential pet-parents drinks, snacks and kitten cuddles while helping cats find forever homes. It recently used blanket giveaways to thank volunteers who take great care of the cats and their new owners.



The Kzoo Cat Cafe & Rescue was a 4imprint *one by one*[®] promotional products grant recipient.

