

WINTER 2020

# amplify

4imprint®

Promotional products.

Remarkable results.

## Impress the press

Promotional umbrellas  
open opportunities

Spring ahead with this sought-after accessory

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Driving positive change

Building company community involvement  
with help from reusable giveaways

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## Good multiplies.

That's what an organization raising funds for cancer research saw first-hand.



**Kevin,**  
with 4imprint  
29 years

When a young cancer patient told the founder of Runway Heroes about her dream of meeting the crew from TLC's Say Yes to the Dress®, the organization reached out to make the connection. That turned into an opportunity for other children with cancer to meet Randi Fenoli from Say Yes to the Dress. Inspired, Fenoli decided to be a host for the Runway Heroes fashion show featuring childhood cancer patients and survivors, which garnered national attention for the nonprofit organization and its cause. (This issue's [Cover story](#) talks more about Runway Heroes journey.)

One company tailored its wellness program to help individual employees meet their wellness goals. Rather than offering the same wellness programming to everyone in the organization, employees focused on setting and achieving personalized goals. Whether they focused on drinking more water, losing weight or exercising more often, participation increased.

Healthier employees lead to a healthier company. This is discussed in the [Lasting Impressions](#) story and is just one more example of the power of a little good.

In our [Trend story](#), we learn that corporate social responsibility works in much the same way, bringing together suppliers, employees, stockholders and communities to do right by everyone involved. (We were delighted to be a part of a project at the University of Wisconsin Oshkosh that did exactly that—making it easier for more students to recycle.)

As you can see, good multiplies. And sometimes good multiplies exponentially.

Cheers to the good you're doing in the world!

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

Kevin Lyons-Tarr, CEO  
4imprint



PS – If you have a story about how promotional products are helping you, email [4ideas@4imprint.com](mailto:4ideas@4imprint.com). We'd love to hear it!

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#SwaggingRights®

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# amplify

Promotional products. Remarkable results.

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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](mailto:4ideas@4imprint.com).



Sharing your story with the media can open doors to finding more donors and sponsors. Get tips on how to capture the media's attention.

# Meet this month's featured contributors



**Suzanne Worwood**  
Senior VP Merchandising  
4imprint

April showers open promotional umbrella opportunities. In this issue's [Product Highlight](#) story, Suzanne shares the latest and greatest umbrellas that will help you attract attention at an event or help a customer on a rainy day. Suzanne has been with 4imprint for 19 years and will help you spring ahead with this sought-after accessory.

*taylor lenci*

Runway Heroes asked [Taylor Lenci Photography](#) to take photos for the organization at both Kleinfeld Bridal and at their Hope Week event. These pictures are featured in our Cover story, "Impress the press."



**Erika Ferguson**  
Social Media Manager  
4imprint

In this issue, Erika has found the perfect organization to feature as our [Swag Master](#). See how it used its creativity for a community cause. Erika has been with 4imprint 13 years and coordinates 4imprint's social media communities.



**You!**

Our customers LOVE their bags! From totes and lunch bags to sportspacks and duffels, customers are posting photos of their promotional bags. 4imprint has [Overheard](#) the shout-outs and featured them here, in amplify.



# #SwaggingRights®

From totes to lunch bags to sportpacks, these promotional bags carry your brand—and so much more!



Start Point SocEnt

@startpointsk6

We thought we would share our fab bags with you @4imprint thanks so much for your help #swaggingrights



Chris

We PTA at Sunnyside LOVE!! the products that we purchased at 4imprint.



vizypay

Thanks @4imprint for the swag! #swaggingrights #teamvizy #poolparty



Sara

We used these awesome bags for our campers at Family Camp. Each family received one of these totes full of goodies and a hat. Fun way to brand the weekend.

4

**Calista**  
We used these bags for our summer VBS. Adding a space to write names was extremely helpful!



**cloverdalecutabove**  
We're really excited to announce that we're going green and have been making changes to become more socially and environmentally conscious. #SwaggingRights #4imprint



4

**Tanner**  
We gave these backpacks to all our employees for employee appreciation. Our logo looked great on the back, and all our employees loved the gift.



**allwestglassglaziers**  
We had some new swag arrived today. It's the perfect size for a quick stop at the grocery store. #swaggingrights #newswag #awgglaziers



**Sheila Sejnoha Krause** ▶ 4imprint  
These lunch bags were at hit at our MAFAA spring training conference! Thanks for the great customer service and quick processing of our order! #SwaggingRights

Check out our Pinterest® board for other branded bags that have earned #SwaggingRights.



# Impress the press

*By Joshua Grover-David Patterson*

How nonprofits can capture media attention for winning results



Journalists love a good story. And a feel-good experience about how you've helped a person beat the odds or made an impact in your community may be just the story they are looking to write. Plus, that media attention can win the hearts of new donors and sponsors.

A thoughtful media strategy can help spread your message beyond current supporters. To get started, check out the five tips on the following pages.

Bonus: Two organizations discuss how they integrated nonprofit promotional items into their media efforts.

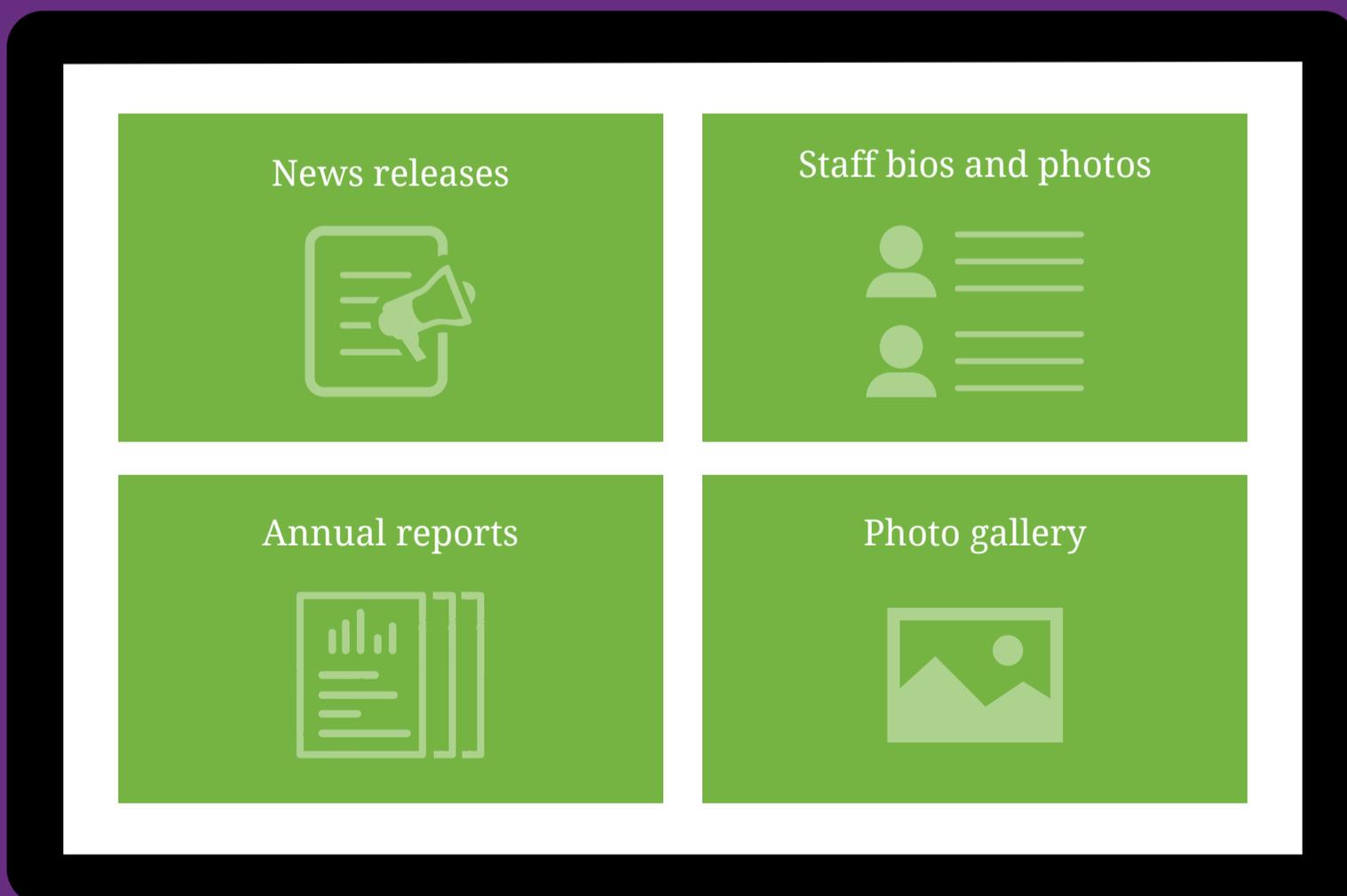
## 1 Build relationships with reporters

One of the best ways to get more media interest is by getting to know members of the local media. To **start building** a relationship:

- ✓ Follow and interact with them on social media.
- ✓ Invite them to a face-to-face meeting to discuss your goals and results.
- ✓ Offer to provide a quote or share information about your **industry**.
- ✓ Maintain an up-to-date database of reporters who cover topics related to your organization so you can reach out when you have a story to share.

## 2 Create a virtual media kit

Keeping your “News” and “About Us” website pages current makes it easy for reporters to get access to information they need to build their stories. Be **sure to include**:





### 3 Post on social media

Keep social media platforms up to date with upcoming and recent news to help grab media attention—reporters often use social media to [search for stories](#).

In fact, it can lead to all kinds of connections, as Dr. Rachel Goldman, Founder of [Runway Heroes](#) in New York City, learned. Runway Heroes creates fashion experiences for children with cancer. They do this in collaboration with fashion industry leaders to provide a confidence-boosting experience for the children involved. Over the last few years, the organization had the opportunity to partner with the [New York Yankees®](#) and TLC’s television show, [Say Yes to the Dress®](#).

“The Yankees actually got in touch with us,” Goldman said. “They do something every year called [HOPE Week](#), where they honor individuals or groups making a difference in the community.” For the Runway Heroes

HOPE Week event, Yankees players and General Manager Brian Cashman walked the runway with children fighting cancer during the sold-out show that benefited childhood cancer research.

To help kids and guests remember the special event—and spread awareness—Goldman sends everyone home with a nonprofit promotional item. “We get a ton of donated products that the kids just love, and we put together [gift bags](#) for that,” Goldman said. “We realized it would be really nice for someone to be able to take something home and say, ‘This is Runway Heroes. This is where I was, and this is what I was doing on that day.’”

Kraft Paper White Shopping Bag





#### 4 Partner with other organizations

Collaborating with other organizations opens doors for both of you to get coverage.

When a young cancer patient named [Kimi](#), who had been sick for several years, told Goldman that she wanted to meet Randy Fenoli of Say Yes to the Dress, Runway Heroes reached out. Fenoli spent an entire day with Kimi at Kleinfeld Bridal and was introduced to Runway Heroes. The experience created a heartwarming story that shined a spotlight on [both organizations](#).

“It’s easy to get media attention when you have [Kleinfeld Bridal](#) behind you or a Yankee

player walking down the runway,” Goldman said. “So, we really try to tie in a celebrity host or a big brand that’s going to get attention to our organization and the cause. It’s a case of everybody wins—the kids and the brand!”

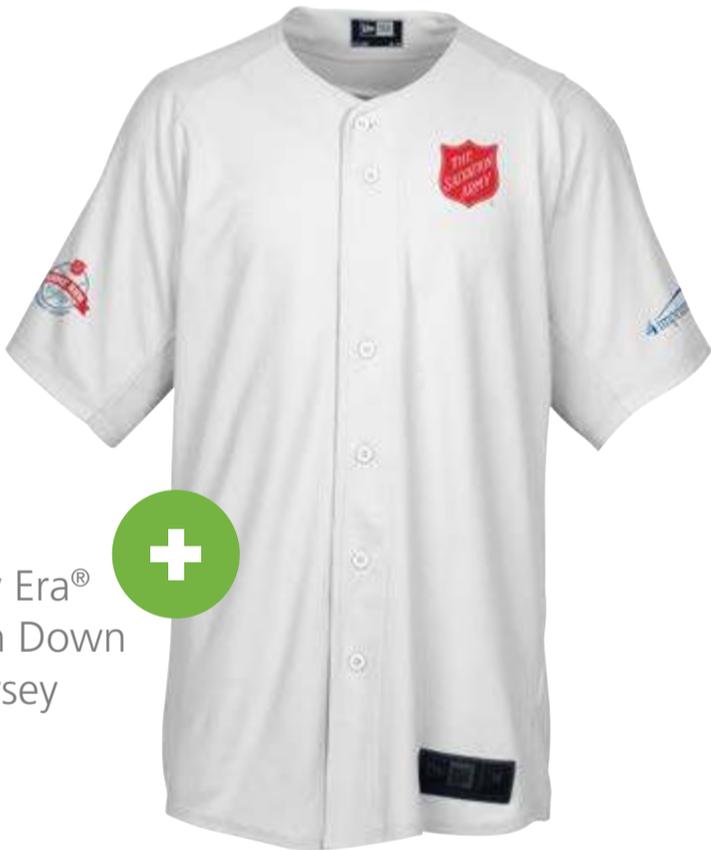
#### 5 Host or participate in an event

Taking part in or hosting a well-planned event gives you an excellent reason to reach out to the media before, during and after the event.

When the [Salvation Army of Gwinnett County in the USA Southern Territory](#) was preparing for their annual [Red Kettle](#) holiday season fundraiser, they found a way to make it a true home run.



The group held a [Home Run Derby Kettle Kick Off](#). Participants included personalities like former Atlanta Braves® players Mark DeRosa and Nick Green, plus local high school baseball and softball players who wore nonprofit giveaway [jerseys](#).



New Era®  
Button Down  
Jersey

“We invited the local media, including newspapers, online journalists and TV news reporters, to the event so they could share stories encouraging people to support and give to the Salvation Army throughout the Christmas season,” Director of Trade South Jeremy Rowland said.

Offer giveaways to supporters at your next fundraiser.



Stress Reliever -  
Baseball



Megaphone

The Salvation Army ensured journalists had plenty of angles to cover. In addition to inviting families for fun activities, the organization offered nonprofit giveaways like [baseball stress balls](#) and [megaphones](#), accepted on-field check presentations from sponsors, and invited people who benefit from the Salvation Army’s work to share their stories. “We showed video testimonials from people the Salvation Army has supported in the past on the jumbotron so sponsors could see the impact of their donations,” Rowland said.

## Share your story

Telling your story to the media can open doors to finding more donors and sponsors. And when you plan an event that helps tell your story, remember to offer nonprofit promotional items to ensure your story is a win-win. [4](#)

*Note: 4imprint is a sponsor of both Runway Heroes and Salvation Army USA Southern Territory.*

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



PRODUCT HIGHLIGHT

# Promotional umbrellas open opportunities

*By Suzanne Worwood*

Spring ahead with this sought-after accessory



Whether you're trying to attract attention at an event or help a customer on a rainy day, promotional umbrellas will make your brand stand out in all kinds of weather.

## Stand out from a flood of brands

The **Geometric Arc Umbrella** features a unique design that's sure to catch a customer's eye. That makes these logo umbrellas a great way to pull visitors to your trade show booth—in any kind of weather.

*Bring your logo into the outdoors with branded umbrellas.*



Geometric Arc Umbrella

## A sound gift choice

When you're looking for a way to get a special customer singing (and dancing) in the rain, try the **Bluetooth® Audio Umbrella**. Use it as an anniversary gift for your music- or podcast-loving clients.



Bluetooth® Audio Umbrella



*Connect your device via Bluetooth to enable audio on the umbrella's water-resistant handle.*



## Extra dry, extra memorable

The reverse-open system of the [Plaid Inversion Umbrella](#) and [ShedRain® UnbelievaBrella Reverse Umbrella](#) makes a great wet-weather giveaway and a conversation starter. Give them to customers as a thank-you gift. They'll think of you each time they use it—and each time people ask them about its brilliant outward-opening design.



*Outward closure helps them stay dry when coming in from the rain.*



Windproof Golf Umbrella

## A rainy day classic

The classic **Folding Umbrella with Auto Open** is the perfect logo umbrella to keep on hand for everyday giveaways. Offer them to clients leaving your office who need a way to keep showers at bay. Or give them to employees to keep in their delivery vehicles for an extra brand boost when the skies open unexpectedly.



42" Folding Umbrella with Auto Open

*A bold wash of color improves your promotional outlook.*

## The rain-or-shine billboard

The **Windproof Golf Umbrella** is more than just a way to keep the rain off—it's a walking billboard for your brand. With its wide arc and bright colors, this promotional umbrella is a great way to catch attention at an outdoor event by making a unique display, such as including it in a cool flash mob or having staff members carry it to attract interest.

## A splash of branding

Whether you're looking to start to conversation or just want to take care of a customer, try promotional umbrellas. They'll give your customers a smile on a cloudy day. 

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



# Win with wellness

*By Joshua Grover-David Patterson*

Putting a full-court press on health with wellness program giveaways





Some employees at [ChromaScape](#) in Twinsburg, Ohio, have made life-changing decisions thanks to the company's creative spin on a wellness program.

After starting a wellness program a few years ago that recently included a "March Wellness" challenge—combined with wellness program giveaways—the company has seen an uptick in staff members' healthy habits.

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*"We definitely had some success stories," Employment and Benefits Manager Amanda Hatfield said.*

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"People who lost weight and kept it off, people who continue to lose weight, even people who are still making sure they're drinking enough water in a day."

## Wellness gets high scores

Over the past [15 years](#), wellness programs have become increasingly popular. Today, [80% of businesses](#) offer programs that encompass everything from health fairs to healthy giveaways. And the popularity of these programs is on the rise, thanks to [benefits](#) like:



A return of \$1.40 to \$4.60 in employee medical costs and productivity losses for every dollar spent



A company return of over \$350 in productivity for every employee



Improved recruiting and retention—[87% of employees](#) consider health and wellness benefits when deciding whether to take a job

**87%**

of employees consider health and wellness benefits when deciding whether to take a job.





## Getting employees on the way to wellness

Although there are numerous program benefits for employees and employers, companies may struggle with staff participation. ChromaScape has used several methods and healthy giveaways to encourage employees to get on the path to wellness.



### Spread awareness

Only **60% of employees** are aware that their company has a wellness program. Make sure to talk about your program and the pieces of it that may have broad appeal—from free flu shots to an indoor walking group. **A few things to consider:**



Sharing updates, incentives and wellness challenges in a monthly newsletter



Setting up a wellness portal that lets employees track their progress



Bringing in guest speakers to offer wellness tips or explain the benefits of your wellness program

ChromaScape played off the basketball season to create a “March Wellness” challenge. They paired a **Basketball Stress Reliever** wellness



Stress Reliever - Basketball

program giveaway and a themed wellness contest to boost interest.

“All our associates got a ball, and it helped to create buzz around the office,” Hatfield said. “Plus, it was a fun way to reduce stress in meetings.”

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*“We make a bracket, with the goal to pick one habit and stick to it for five weeks.”  
Hatfield explained.*

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For other wellness challenges, staff received twice-a-week reminders of the benefits of sticking with the program.

## Set personalized attainable goals

Whether it's walking three nights a week or quitting smoking, let employees choose their wellness goals. Then provide **tools for monitoring** their progress to help them be more successful.

In the March Wellness challenge, the first “bracket” encourages everyone to choose an activity, from trying a new vegetable to reading a book or magazine for fun. Letting team members select what they wanted to do helped ensure they stuck with their plan.

## Find ways to make wellness more fun

Getting healthier takes effort. Find ways to encourage competition or make the process more **enjoyable**:

- ✓ See who can walk the most steps in a day, week or month.
- ✓ Compete to see who can create (and eat) the healthiest lunch.

## Spread out incentives over time

Offering a single incentive for achieving a goal is helpful, but not as helpful as offering a **variety of incentives over time**. A single incentive encourages them to do something for a few weeks to win a prize. By encouraging employees to keep building a habit, you'll help them make healthy choices that turn into life changes.

With multiple challenges and prize-winning opportunities per year, ChromaScape gives staff members several chances to maintain healthy habits—and build new ones.

## Make wellness more fun!

- ✓ Get employees together for a weight loss challenge.
- ✓ Create a healthy recipe exchange group.

## A win for wellness

ChromaScape's use of health challenges and wellness program giveaways has resulted in healthier staff members who are having a lot of fun. And with future challenges already in the works, their employees are sure to experience future wellness wins. **4**

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



# Home sweet home

## Branded school supplies create buzz for student housing

Honeysuckle Student Apartments in Bloomsburg, Pennsylvania, was abuzz when new students moved in. They weren't just welcomed to their new home by the building manager's smiling face, but also by an unexpected welcome gift of branded school supplies.

These multi-faceted welcome gifts are the reason this business is earning the title of Swag Master!



### ★ Free goodies

Who doesn't like free goodies ... especially items you can use? That's exactly what the building manager thought when ordering branded school supplies for her student tenants. Everyone in the building found a branded [folder](#), [note set](#) and other goodies waiting for them upon arrival.

### ★ Keep it organized

Many of the residents at Honeysuckle Student Apartments are renting for the first time in their lives. Having a branded folder filled with important information about the building and the rental process makes finding those reference documents easy when questions arise.

### ★ Strategic branding

The best part of this welcome gift is that it not only made a good first impression on the students living in the apartment building, it also will spread their message around campus. When tenants use their branded school supplies in class, on campus or in study groups, they are getting the name of their apartment building out to other students who may be looking for housing next year.



**Keep in mind:** The idea of using promotional products as part of a welcome basket is perfect for more than apartment buildings—it's also great for homeowners' associations, college dorms, or even new hires at your organization.

TREND

# Driving positive change

*By Joshua Grover-David Patterson*

Building company community involvement  
with help from reusable giveaways





Businesses' desire to engage in sustainability and philanthropic programs has been growing as organizations see that caring for their communities has **major benefits** for their company.



Thanks to caring staff members, company resources and reusable giveaways, companies of every size are making their part of the world a better place.

Company community-involvement programs can also have a major impact on an organization's bottom line—they contribute to **higher productivity**, increased **customer loyalty** and an improved public image.

With all this good happening in the business world, you may be thinking about building your own sustainability or philanthropic program. Here are a few tips to get started:

### Get employee buy-in

For a sustainability or philanthropic program to succeed, staff participation is essential.

**Get management on board:** If CEOs and other managers don't consider the program a priority, other employees won't either.

**Choose a champion:** Putting a staff member in charge of the program will help ensure it keeps moving forward.

**Create a team:** Bringing in staff members from different departments will make it possible for everyone to have a voice in the program.

## Choose an approach

Knowing what you want to accomplish will help you set a course of action. Possible approaches include:



### Donate directly

Give the gift of time, money, volunteers or other resources to your local, national or international community to provide short-term and long-term assistance where it's needed most.



### Environmental sustainability

Find ways for your company to reduce, reuse and recycle to improve your local community environment. Plus, reducing waste can **reduce costs**.

For the University of Wisconsin Oshkosh, focusing on environmental sustainability helped them solve a problem. “We learned that our recycling was sometimes being considered contaminated with too many plastic bags,” said Campus Sustainability Officer Brad Spanbauer.

“So, we knew we needed to come up with a way to eliminate them from our recycling stream as much as possible.”

The university gave students a branded reusable bag to store their recycling. The university also created posters, pamphlets and a [video](#) that explained how to properly recycle common items.



*“I chose the recycled-plastic bag because it embodied the re-use, recycle aspects of our waste stream mantra,” Spanbauer said.*

*Get into the green scene with this reusable PET tote.*



## Build relationships

Once your company has set a course of action, reach out to the people and groups who could benefit from your relationship. When you connect, set up [goals and guidelines](#) for your organizations—from determining how many hours team members can volunteer each month to deciding how much financial support you'll put toward a project or organization.

[The Gettys Group](#), a global design and development firm in Chicago, Illinois, provides a meeting space and support for the Chicago-chapter of the [Network of Executive Women in Hospitality \(NEWH\)](#): a group that gives scholarships to students in the hospitality industry. The organization also provides networking and educational opportunities to industry members.

Because several members of NEWH work at The Gettys Group, the company has allowed them to hold their monthly meetings at Gettys' offices to support their employees and the organization. "It's incredibly beneficial to have the place we work support our personal efforts to do good outside the office," said Anne Hiter, director of The Gettys Group's

populate procurement group and current president of the Chicago-chapter NEWH.

NEWH in Chicago holds three fundraisers every year, including a recent [summer social fundraiser](#) where it handed out [sunglasses](#) as a memorable reusable giveaway.



Risky Business  
Sunglasses - Opaque

Due to its long-time support of the organization, The Gettys Group allows members to promote the events to the entire company and encourage staff to donate or get involved. "Since many of our team members are also members of NEWH, we're able to share our experience and communicate the tangible impact that their support has on the people we are trying to help—in our case its supporting education and helping young people further their careers," Hiter said.

## Tell your story

Decide whether you'll [share your efforts](#) internally or with all your audiences.

Recognizing your employees for their hard work can boost both engagement and participation in future opportunities.

Sharing your sustainability or philanthropic story externally can make you more attractive to potential employees—nine out of ten millennials have stated they would take a pay cut to work at a company that matches their values. It's also a draw for customers, with 87% of consumers stating they would purchase a service or product based on a company's social advocacy.

## Keep working at it

Once your program has started—don't stop! Allow the program to grow and adapt as new sustainability and philanthropic opportunities come to light.

## Better community, better company

Company community involvement programs help make your slice of the world a better place. Kick off your program with these steps and reusable giveaways to build a stronger organization. [4](#)

*Note: The bags for UW-Oshkosh's recycling program were donated by 4imprint.*

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

Promote your brand with reusable promotional items everyone will love.



Cotton & Cork  
Shopper Tote



Stainless Steel  
Straw Set

Refresh Simplex  
Tumbler with Straw



# Hearts on sleeves

## Fighting poverty with nonprofit T-shirts

Women in one of the most disadvantaged parts of the world are getting a new start thanks to **I Pour Life**. While the organization supports women in Korea, Ethiopia, with resources, training and childcare, the women learn to develop small businesses to sustain themselves. Volunteer Ciara Stockeland sold nonprofit T-shirts to raise sponsorship money and provide hands-on support for two women who seek a better life.

*Note: 4imprint sponsored T-shirts for Ciara Stockeland.*



*Ciara gets ready to board a plane to Ethiopia while donning the nonprofit T-shirt that helped get her there!*