

FALL 2017

# amplify

4imprint®

Promotional products. Remarkable results.

## Choosing effective event giveaways

Promotional ideas to warm up clients and prospects **11**

Meaningful ways to make an impact **20**



## I like failure.

To be honest, I do it a lot.  
You get used to it after a while! ;-)

Sometimes people look at failure as something to be super-critical about. In reality, failure is a great teacher. It gives us the opportunity to ask, "Why didn't that work?" and "What can we learn from it?"



**Kevin,**  
with 4imprint  
26 years

Often, it's the little things we learn from our failures that add up to something big. Think about it. If you use those lessons to do the small stuff just a tiny bit better, you could turn a good year into a great year.

Stories in this issue of amplify provide the perfect example of that. For example, the #goodmommovement (profiled in our [trend story](#)) started out as a kind word scribbled on a Post-it® Note to encourage moms who might otherwise be having a tough day. It aims to make a difference, one kind word at a time.

Likewise, our [cover story](#) shares simple ways to choose the best giveaway for your next community event or trade show. We even enlisted some help from an experienced event planner. I'm confident you can benefit from her insights.

As 2017 winds down, take a moment to reflect on your wins and your lessons learned. If you can make tiny improvements to the bulk of what you're doing, chances are you'll set yourself up for a great year!

Happy planning!

Kevin Lyons-Tarr, CEO  
4imprint



PS: If you have story about how promotional products helped you connect, we'd love to hear it! Email [4ideas@4imprint.com](mailto:4ideas@4imprint.com).



## CONTRIBUTORS

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amplify® offers an unmatched glimpse into real-life ways for using promotional products to gain remarkable results.

## OVERHEARD

5

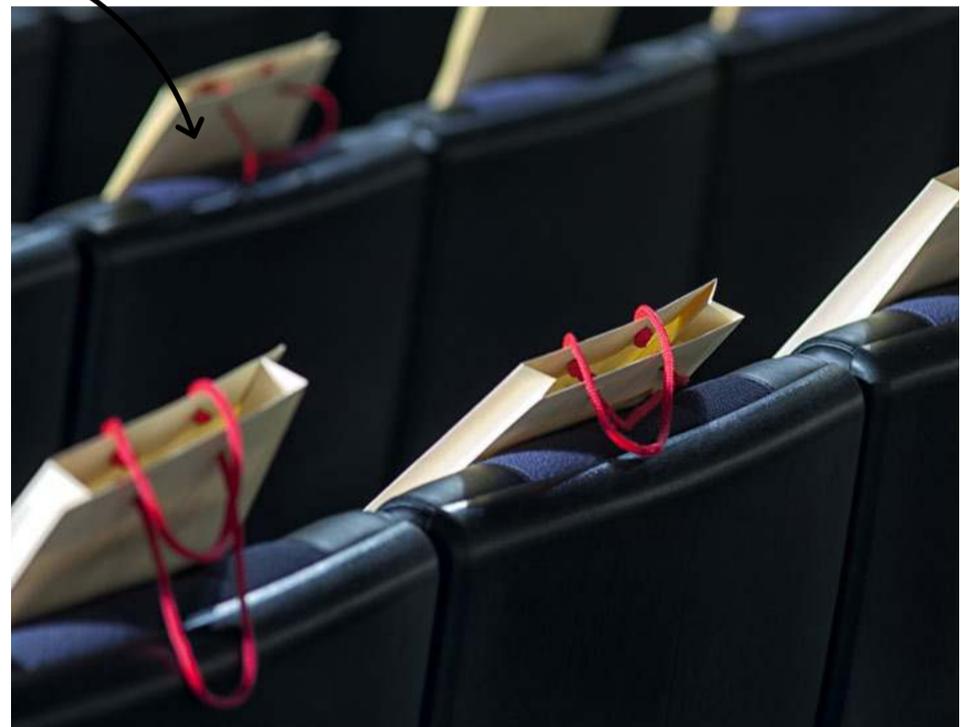
Bags and backpacks

We'd love to hear your feedback! Please send questions, comments or concerns to [4ideas@4imprint.com](mailto:4ideas@4imprint.com).

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Branded bandanas unite!

It's not easy planning an event, let alone choosing the right promotional products to compliment your brand. Read on for invaluable insights that are sure to up your event giveaway game.

# Meet this month's featured contributors



**Suzanne Worwood**  
Senior VP Merchandising  
4imprint

Suzanne gives a [Product Highlight](#) on practical winter giveaways to keep recipients warm during the colder months. Make the most of winter swag with these cozy ideas. Suzanne has been with 4imprint since 2000.



**Cheryl Sina**  
*one by one*® Coordinator  
4imprint

For this issue, Cheryl shares a [Remarkable Moment](#) inspired by the Canadian Down Syndrome Society. Cheryl has been with 4imprint 18 years and coordinates 4imprint's *one by one*® program.



**Erika Ferguson**  
Social Media Manager  
4imprint

Erika coordinates 4imprint's social media communities. For this issue, Erika compiled social media content for the [Overheard](#) story, showcasing bags and backpacks that earned people #SwaggingRights. She's been with 4imprint 10 years.



**You!**

Customers shared images on social media of bags and backpacks that gave them #SwaggingRights. Their shout-outs were [Overheard](#) and featured here in amplify.



# Bags and backpacks that earned you #SwaggingRights



**Martin's Garden**  
@martins\_garden

Hot off the presses! "Martin's Garden" bags from @4imprint are ready to be filled with his fresh produce... "From his farm to your table!" Bastian is ready to help deliver bags to @elizabeth\_heel\_blog's clients.



4



**Alvy**

Giveaway item at a youth empowerment conference. Content included a note pad, pen and nonperishable snacks. The students loved it.

4



**July**

Project K.I.N.D's Messenger bag is loved by all of our doctors and community partners. This year we gave them to our dental providers as gifts, to show appreciation for all the hard work they do for the children in their community. #SwaggingRights



**The Youth Connection**  
@TYCDetroit

#SwaggingRights @4imprint

 Click to see our Pinterest boards PACKED with branded bag ideas!



Branded bags



Drawstring Sportpacks



Totes



Backpacks

*These imprinted bags will have you traveling efficiently!*



COVER STORY

# Choosing effective event giveaways

*By Charish Badzinski*





**A** lot happens before you start thinking about the best promotional giveaways for your event. You've nailed down your event concept, you've reserved the space and notified volunteers. Your design team (or you, if you're a team of one!) has put together beautiful collateral to promote your event in the community. Maybe you've placed ads. Maybe you've started promotions on social media.

Still, that massive catalog of tempting event gifts and irresistible promotional products in every color, shape and size sits on your desk. Waiting.

## It's time to order the best promotional giveaways for your event.

You're stumped. Overwhelmed, even. How do you choose quality custom event giveaways attendees will love, something that might just bring them to the event in the first place? How do you find that irreplaceable custom gift they'll keep in their homes or office and

use regularly? And how do you choose something that will make them a long-time customer, advocate, ambassador or devotee?

It's not easy choosing swag. But it's important to find something that sticks. L.J. Market Research [conducted a study of business travelers](#), and found 71 percent of study participants had received a promotional product within the last year. Even better, 33 percent had the product on them as they were traveling.

To be in that 33 percent is the holy grail of promotional product selection. Now getting there? That's the tricky part.



## Choosing event giveaways

Luckily there are experts on the matter—people who work quietly behind the scenes of events, conferences, trade shows and more—who navigate this question regularly and seem to nail it, every time. As we try to keep our heads above water in the promotional products trenches, they offer a life raft of possibilities to consider for our next events.

Meet Andrea Lewis, event and marketing director for Adams Publishing Group LLC, or [APG Media](#) of Ohio. The organization oversees publishing for 63 community newspapers, 18 advertising shoppers, 20 specialty publications and 81 affiliated websites.



*Brand your promotional items to match the content of community publications.*

Many of their publications are community newspapers in areas not served by other media, so they are an essential resource for spreading the word about what's happening and highlighting what's positive in those regions.

## Promotional swag for themed events

In her role, Lewis helps host about 18 events every year, from community events and magazine launches to large-scale fundraisers, including the [Gus Macker 3-on-3 Basketball Tournament](#). Lewis also plans launch parties for their specialty publications, such as visitor guides or anniversary community books.

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*“Those would be themed parties where our guests buy a ticket, so there’s that exclusivity. So, they receive an evening of entertainment and a bag full of goodies in exchange: branded gifts or themed items that match with the content of the publication.” Lewis says.*

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Those event gifts range from custom tire-pressure gauges to skinny spatulas and custom hurricane cups. (More on that later.)

Due to the sheer volume of events she’s helped host as well as her marketing savvy, when it comes to choosing the right promotional products for their promotional goodie bags or thank-you gifts, Lewis is an ace. So, based on her experience, she provided these invaluable insights that are sure to up your event giveaway game.

# Four tips for choosing the best promotional giveaways.

## TIP 1 Start with the mission and purpose of the event.

“Starting with that mission and purpose is a key piece. Because you can’t start with the giveaway,” Lewis explains.

Many people get wowed when the catalog arrives, and strategy goes out the window. But by staying grounded in the mission and purpose of the event, you’ll be able to choose how to spend your promotional products budget more wisely.

“If the purpose is to gain customers, a targeted group, it’s very different than if the mission is to have as many people in a small area as possible show up for a free community event,” Lewis explains.

## TIP 2 Factor in audience and audience size.

Of course, you want promotional products that resonate with your crowd, but you also want to check your crowd size, as that drives budget.

“It puts in motion everything else you can do for that customer, how you reinforce your brand for that customer and how you reinforce the impression of your brand that they take away.”

Lewis is quick to point out the process can be fun. “We’re very fortunate in this day and age that we no longer are limited to that T-shirt or can Koozies®.”

Yet, Lewis stresses, it’s important to stay with your event theme when making choices.



## TIP 3 Consider event giveaways that are useful and have a long shelf life.

“We sometimes forget there are inexpensive products that are useful and have a life span and can keep our company top of mind. For celebrations that center on a cooking show, Lewis has selected items like custom [Vegetable Peelers](#) and promotional [Small Silicone Spatulas](#), which they gave away in a goodie bag with a recipe attached. The spatula is an indispensable item, Lewis explains, and something attendees hold on to because it’s useful for getting the last bits of a product out of a jar. Other specialty items that have been a hit in the past include a custom tire-pressure gauge, like the [Quick View Tire Gauge](#), for a road trip goodie basket.



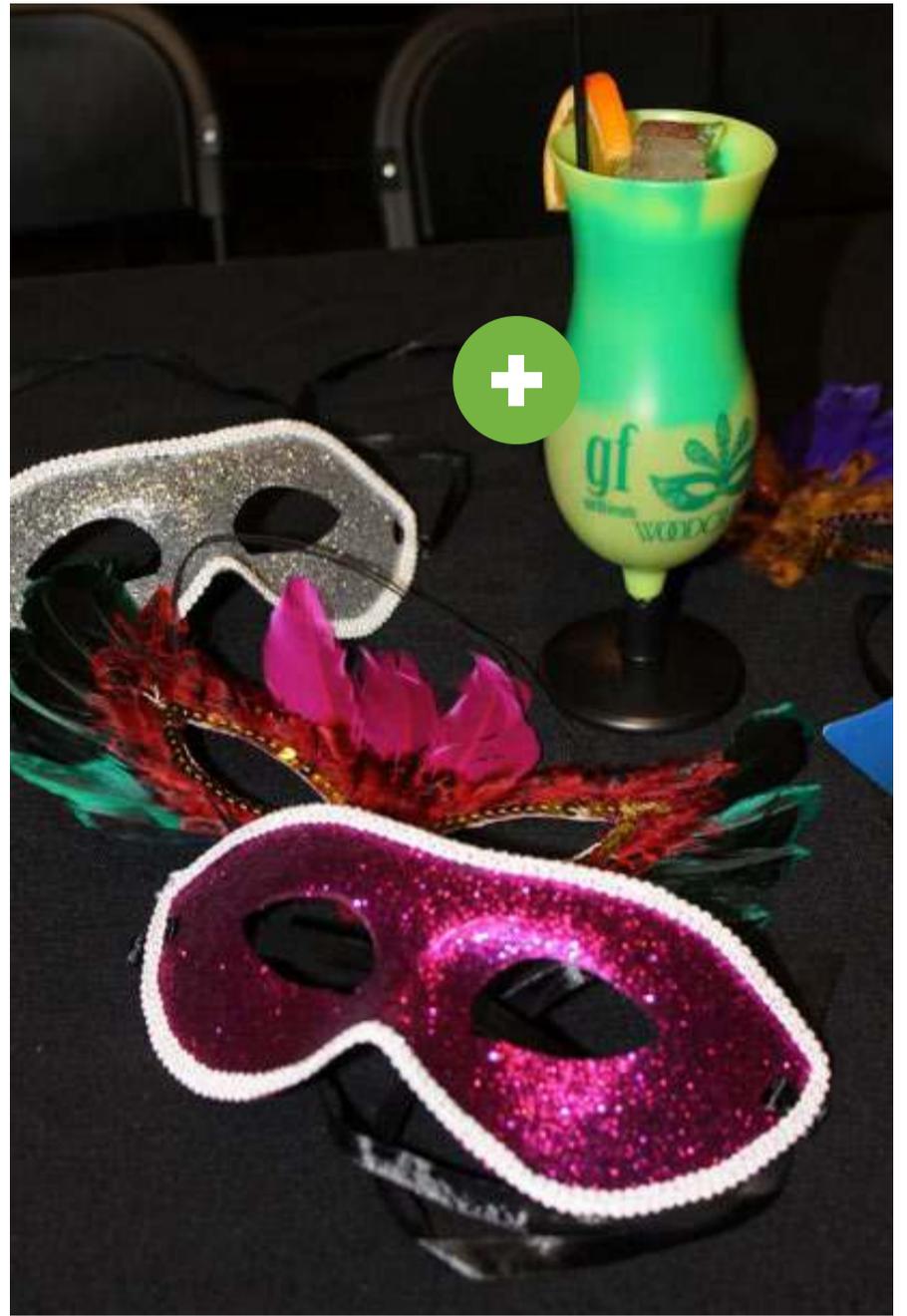
**TIP 4** Remember the goal at the heart of it all.

The best promotional giveaways should remind people about the quality experience and service they received.

“The purpose of the giveaway really exceeds the value of what the item is. For a Mardi Gras-themed party, Lewis ordered custom, 14 oz. **Mood Hurricane Cups**.

*“So when they’re sitting in their pool drinking iced tea, they remember the event, and they think, ‘That was awesome.’” Lewis says.*

“You want whatever item to have staying power in someone’s home, but you want that brand to remind them of the service you gave them that day.”



*Your crowd will go wild for these fun personalized plastic cups!*



## The best promotional giveaways for your events are within your reach

Choosing event gifts doesn’t have to be difficult. Follow these tips from someone who’s been there, done that hundreds of time. You’ll find choosing the best promotional giveaways comes naturally when you focus on your purpose, factor in audience size, consider giveaways with a long shelf life, and keep in mind the lingering experience customers have with your organization. **4**



# Promotional ideas to warm up clients and prospects

*By Suzanne Worwood*



Make the most of winter with these cozy ideas



When the temperature begins to dip, everyone wants new gear to warm up in cold weather. This season, try one of these winter giveaways to warm up clients, employees and prospects. Practical winter swag is sure to make an impression.

## Accessories for all

For frigid weather, hats, gloves and scarves are a must. Give clients or employees practical winter accessories that can be worn every day, taking your logo along for the ride.

### Stylish gloves can be comfortable, practical and tech-friendly.

Text, email or make phone calls while keeping hands warm in the [Heathered Touch Screen Gloves](#). Lined with fleece, these stylish and comfortable gloves feature conductive fibers that work on touch-screen devices.

*Fleece lined for extra warmth and super-soft comfort.*



Keep Warm Buddy Set

Heathered Touch Screen Gloves

*They'll snuggle up to your business with this comfy winter accessory set!*

### Warm winter sets are essential.

With a scarf, hat and gloves, this trio teams up to create a must-have winter promotional item. The perfect gift alone or paired with a jacket, the [Keep Warm Buddy Set](#) is packaged in a matching drawstring bag.

**Trendy pom-pom beanies put your logo heads above the rest.**

The hat of the season, the **Pom Pom Spectator Beanie** will catch everyone's eye. With 9 colors to choose from, you're sure to find one that suits your brand.

**Winter hats are perfect for outdoor enthusiasts.**

For every outdoor activity, the **Rugby Knit Beanie** helps keep the warmth in and the cold out. The attractive stripes make the perfect background for any logo, keeping your brand top of mind for every recipient.

*Cheer on the team with this custom hat.*



Pom Pom Spectator Beanie



Rugby Knit Beanie

**Looking cool in warm jackets**

Whether it's a workday or the weekend, these promotional winter jackets can be proudly worn by both clients and employees.

**Fleece jackets are ideal for layering.**

For drafty offices or for work that requires time indoors and outdoors, help employees stay warm in the Eddie Bauer® Quest Microfleece Jacket. With separate styles for **men** and **women**, this brand-name fleece will become everyone's favorite winter apparel item.

**Convertible jacket provides options for milder weather.**

When team members spend their days outside, help protect them from the elements with the Teton 3-in-1 Waterproof Jacket for **men** and **women**. This wind-resistant and waterproof jacket can be worn as one piece, or unzip the outer shell from the inner for two separate lighter layers.

Eddie Bauer® Quest Microfleece Jacket - Men's



Teton 3-in-1 Waterproof Jacket - Ladies'



## Cozy winter swag

Perfect for use at home or on the go, these winter promotional items provide a boost of warmth on cold days. Clients will thank you for a gift that warms them up when they need it most.

### Fleece blankets are useful all year long.

Warm up with the [Galloway Travel Blanket](#) this winter, then use it for picnics next summer. With a convenient carry handle, it's easy to see why this blanket is one of our best sellers.

### Plush blankets make a big impression.

Cozy up to the fire with the [Elegant Cable Knit Chenille Throw](#). With its soft, warm sherpa inside and a stylish cable-knit outside, this luxurious blanket will be appreciated by all who receive it.

Galloway Travel  
Blanket



Elegant Cable Knit  
Chenille Throw



Reusable  
Hand Warmer



### Hand warmers are hot promoters.

The [Reusable Hand Warmer](#) helps make cold outdoor events more enjoyable.

Perfectly sized to tuck into gloves or boots, this warmer can be reheated up to 300 times.

## Promotional drinkware

There's nothing better than a mug of hot tea or cocoa on a cold night. Indulge your customers with a winter giveaway they can truly enjoy this season.

### Brand-name bottle helps keep their drink hot.

The [Stanley Classic Vacuum Bottle with Handle](#) will never go out of style. Enjoy a hot drink anywhere, thanks to this bottle's special insulation, vacuum technology and convenient handle.

### Vintage-style mug gives off a modern marketing vibe.

With a bright white inside and colorful outside, the timeless [Ventura Ceramic Mug](#) brings an old-school flair to your promotional efforts.

### Hot cocoa makes a sweet promotional treat.

Package this delicious [Hot Chocolate Pouch](#) with a promotional mug for a sweet and thoughtful gift. It's also the perfect treat to store in your employee kitchen for a yummy break!



## Leave your mark this winter

Give thanks to customers and employees with a winter giveaway that will truly warm them up. With every use, these practical gifts will bring up fond thoughts of your brand. [4](#)



LASTING IMPRESSIONS

# Boost annual appeals

*By Charish Badzinski*



Unique ideas to help you stand out from the crowd





If you're part of a nonprofit organization, chances are you're preparing an annual appeal (maybe even bolstered by personalized thank-you gifts for donors or volunteers). And for good reason. The spirit of giving reaches its highest point during the holiday season. Couple that with donors' desire to boost charitable giving as a year-end tax deduction, and it's a great time of year for nonprofits to bring their fundraising goals into the home stretch.

As evidenced by the number of appeals you find in your email, mail and social media accounts,

half of nonprofits report getting most of their annual donations from October through year end. Nearly a third of donations are given in December, with 12 percent of giving happening in the final three days of the year.

### The end of the year is ripe for launching an annual appeal

While the time is right to ask, creating an attention-grabbing appeal is key. With so many organizations asking for support at the same time, how can you make your annual appeal stand out? Read on—we've got a few tips you can try!



Nearly **1/3** of donations are given in December

# 4 ideas to stand out from the crowd

## 1 Launch your year-end appeal across multiple channels.

While one potential donor gets all of her information from social media, another pays close attention to what drops in his mailbox. Yet another checks email religiously. Unfortunately, you may not know exactly how each donor likes to receive information. That's why it's best to make your campaign do double and triple duty, getting your message out on [every channel to reinforce your message](#).

## 2 Personalize your donor ask.

Hand address envelopes and affix real stamps—slightly askew—so donors can see that personal touch. Include a handwritten note on the letter itself, or have someone on the team write a personal note to those they know. Even emails can be personalized. [Campaign Monitor®](#) reports that personalized emails raise click-through rates by 14 percent and conversions by 10 percent. If phone calls are part of your annual appeal strategy, ask board members or others to [make a personal ask on behalf of your nonprofit](#). And don't be afraid to be specific. Many donors appreciate guidance with suggested donation levels.

## 3 At donor events, grab attention with custom promotional products for volunteers.

Planning an event along with your year-end appeal? Have your volunteers stand out with custom apparel or gear that captures attention. [Community Council of St. Charles County](#) raised visibility of their dedicated volunteers and awareness of food insecurity in their region with the help of [custom golf visors](#). The lime green visors made volunteers highly visible, giving them additional credibility during their annual food drive, Shop Out Hunger.

“It was so helpful because every volunteer had a visor, and as you approached the store, you could see the Shop Out Hunger people right away because they had the visors on,” according to Pam Raines, director of development and community relations.



Lightweight Value Visor

*Your branding efforts will be put to good use with this imprinted visor!*

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*“This was very cost-effective, and we were able to get enough for the volunteers, which was great,”*  
*Raines says.*

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The results of the food drive helped restock regional food pantries. In all, 24 stores in a three-county region participated, 20 food pantries received donations, and 293 volunteers collected cash and food donations. In the end, the effort raised more than \$4,000 and more than 31,000 pounds of food for the pantries. Not bad for a simple promotional product that doubled as thank-you swag!

#### **4** Capture lasting attention with gratitude and personalized thank-you gifts.

Nothing inspires people to give like feeling appreciated for their generosity. Thank your donors today to lay the groundwork for next year’s annual campaign or year-end fundraising. Personalized thank-you gifts with your logo leave a lasting impression on your donors, one which will have them thinking about you year-round. For high-end donors, select premium gifts that match their unique interests, like golf or travel. For more modest donors, choose affordable promotional products that are both useful and appropriate to your brand or campaign, like custom pens, branded office supplies or personalized kitchen utensils. Be sure to include a handwritten, personalized thank-you note to show how much you appreciate their support.

#### Get started on your appeal today!

Your organization’s annual appeal makes it possible for you to continue your work in the coming year with financial confidence. By employing these four tips, you’ll increase donor recognition of your efforts and set a foundation for future years. No matter what kind of thank-you swag you choose, personalized thank-you gifts for donors will remind them of your brand and inspire them to support the good work of your organization year after year. **4**



*Generate some buzz with these personalized thank-you gifts!*



# Meaningful ways to make an impact

By Charish Badzinski

Hey Momma  
you're doing a great job

\*pass it on\*

#goodmom  
#700smiles

700  
Smiles.com



#goodmom movement sticks with custom printed Post-it® Notes



*The ALS Ice Bucket Challenge was guerilla marketing at its finest!*



**W**hen your marketing budget is tight—and let's face it, for most of us that's a constant—you want innovative ways to get your word across. The #goodmom movement is doing just that with a simple but effective technique involving custom-printed Post-it® Notes. That's right, promotional sticky notes are helping the message stick, in what is otherwise known as guerilla marketing.

## What's guerrilla marketing? And how can you put this trend to work for you?

Guerrilla marketing leverages low-cost, unconventional strategies to raise awareness of your brand, create a movement or draw attention to a campaign. These marketing techniques have gained new ground in the age of social media—so although the phrase was coined in 1983—guerrilla marketing today has entirely new avenues to explore. For example,

many recall the summer of 2014 and the [ALS Ice Bucket Challenge](#), where this guerilla marketing tactic went viral and raised \$220 million while also raising awareness for the cause. These avenues make guerilla marketing a powerful tool for creating meaningful connections with prospects, even as they are inundated with marketing messages.

When you have limited resources, effective guerrilla marketing can provide excellent bang for your buck by:

- ❖ engaging your audiences
- ❖ enlisting them in the marketing strategy
- ❖ raising awareness of your brand.

And who knows? You might just start a trend with your efforts, like the #goodmom movement.



## How promotional sticky notes got the #goodmom movement to connect with audiences

The #goodmom movement is the brainchild of blogger Chelsea Baratto of [700 smiles](#), which takes an unflinching look at motherhood. For her, the trip from pregnancy into motherhood was a rollercoaster ride: the frustration and pain of fertility treatments, the joy of the new arrival, the heartache of realizing her new



baby had a cleft lip, and then the mountain of challenges that come with being a new mom. In the midst of her struggles, she had a moment of clarity: She knew she wasn't alone.

“No matter which way you get pregnant and go through labor, it's just really hard. And being a mom in general is really hard,” Baratto says. “And in this age of social media, everyone is just showing their best face and looking like they have everything together.”

People, Baratto noticed, were sharing the highlights of their lives on social media, but not so much the lowlights. “I just feel like we're kind of in a lose/lose right now because of all the pressure we put on ourselves and society puts on us,” Baratto explains.

Her solution: Custom-printed Post-it Notes, emblazoned with a hashtag.



## Spreading support that sticks with Post-it Notes

Inspired by the movie *Bad Moms*, Baratto determined that mothers needed some support, so she launched the #goodmom movement. At its core, it was a guerilla marketing move: a low-cost, innovative way to support mothers everywhere while also promoting her blog.

“I was just brainstorming how we could set this in motion. And obviously social media is really powerful, but I wanted to think of something more personal. So the best thing that my mom brain could come up with was Post-it Notes.”

Deceptively simple, the idea was to enlist the public to stick mom-positive Post-it Notes on cars, in bathrooms, anywhere moms who could use a lift might be. The message:

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*‘Hey momma,  
you’re doing a great job.’*

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## Messaging that binds through guerilla marketing and thoughtful, custom giveaways

The idea caught on, and Baratto got the chance to see its impact firsthand. With the help of a personalized promotional item: custom **Post-it® Notes - 3" x 4"**. Baratto made a real impact at a recent new-mom expo event, and the Post-it Notes gave Baratto the chance to talk about the #goodmom movement.

And that conversation brought the house to tears.

*“I explained the Post-it Notes, and people started crying. It was emotional: I was crying, and they were crying. These were strangers that it really struck a chord with,” Baratto said. “I guess I feel like I’m really on to something here.”*

Baratto’s #goodmom movement is a reflection of her voice and perspective on her blog: positive, hopeful and kind.



Post-it® Notes -  
3" x 4"

*Support your movement with notes that reflect your brand!*

“We just need to support one another no matter what is happening. Everyone is doing the best they can, there’s no right or wrong,” says Chelsea Baratto. “We need to flip this.”



## Transferring #goodmom movement guerilla marketing to your brand

Who knew that starting a movement could be as simple as promotional sticky notes? Of course, you have many other affordable promotional product options to use for kicking off your guerilla marketing initiative. No matter your brand or which custom promotional products you choose, you can use guerilla marketing to create trends reflective of your brand, your organization’s goals and your unique vision of the future. [4](#)



# Branded bandanas unite!

Standing up for the Canadian Down syndrome community

By Cheryl Sina



“See the ability.” That’s the empowering quote the [Canadian Down Syndrome Society \(CDSS\)](#) chose to feature on the branded bandanas it received through a 4imprint *one by one*<sup>®</sup> grant. This slogan proudly declares that those in the Down syndrome community can do anything the rest of the world can. Handed out to hundreds of attendees, including people with Down syndrome, families, siblings and working professionals at this year’s national conference, the [Fandana’s](#) message was heard loud and clear. Not only did the branded headbands unite conference attendees, but they continue to be a great conversation starter.

The conference is just the tip of the iceberg when it comes to what the CDSS does to help people “See the ability.” As the voice of the approximately 45,000 people with Down syndrome in Canada, this organization offers support, information and advocacy to those with Down syndrome as well as their families and community.

