

SUMMER 2018

# amplify

4imprint®

Promotional products. Remarkable results.

## Building relationships at trade shows

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4imprint

## Email. Social. Online forums.

**Today, we have lots of different ways to connect with customers and prospects. So, which one is best?**



**Kevin,**  
with 4imprint  
27 years

Ask salespeople and the vast majority (87%, according to [Salesforce's State of Sales report](#)) say the best way to connect with customers and prospects is in-person. Yet, research by Pace Productivity finds salespeople spend just 10.8 hours per week doing in-person sales via one-on-one meetings and phone calls with customers.

### Trade Shows Stand Out

Perhaps that's why a growing number of companies are adding trade shows into their sales mix. In fact, our 2018 Trade Show Sales report finds more than 29% of respondents attend 11+ trade shows over a 12-month period, up from 20% who reported attending 11+ in 2017.

The opportunity for making in-person connections might be one reason for the increase in trade show attendance.

After all, their one-on-one meet-ups give us the chance to actually talk with a prospect or a customer and tell the (unfiltered) story about our products, services and workplaces.

### Make the Most of the Moments

As customers in our cover story explain, getting someone's attention at a trade show is only the first step. Promotional products can help ensure you make a great impression and give prospects and customers something that'll remind them of your conversation when they get back home.

Because when you get that valuable facetime, you want to be sure the personal connection lasts long after the trade show ends.

A handwritten signature in blue ink, reading "Kevin".

Kevin Lyons-Tarr, CEO, 4imprint

PS – Similar to trade shows, events are another great way to make a personal connection with prospects and customers. See how [Prime Beauty Studio](#) (p. 17) and [Operation Cinderella](#) (p. 28) turned events into memorable experiences.



CONTRIBUTORS

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amplify® offers an unmatched glimpse into real-life ways you can use promotional products to gain remarkable results.

OVERHEARD

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Outdoor promotional items

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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Read our cover story on results of a 4imprint survey that reveals how trade show exhibitors educate attendees on their products and services using promotional products for sales and trade show giveaways.

# Meet this month's featured contributors



**Suzanne Worwood**  
Senior VP Merchandising  
4imprint

Suzanne gives ideas in the [Product Highlight](#) story on using giveaways to help make your next event “share-worthy.” Suzanne has been with 4imprint since 2000.



**Jen Klitzke**  
Trade Show Manager  
4imprint

4imprint's trade show manager, Jen Klitzke, shares insights in the [Cover Story](#) on what kind of promotional products can help your team make a memorable first impression at a trade show.



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

For this issue, Cheryl highlights [Operation Cinderella](#)—an organization helping at-risk high school girls have a fairy-tale prom. Cheryl has been with 4imprint 19 years and coordinates 4imprint's *one by one*® program.



**Erika Ferguson**  
Social Media Manager  
4imprint

Erika coordinates 4imprint's social media communities. She compiled content showcasing hats and sunglasses that earned people #SwaggingRights in the [Overheard](#) story. Erika has been with 4imprint 11 years.

ashley rhyner  
collective

Thanks to Ashley Rhyner Collective for the photo from Operation Cinderella that was used in the [Remarkable Moments](#) story, “Prom swag bags.”



**You!**

Customers shared images on social media of outdoor promotional items that block the sun. Their #SwaggingRights shout-outs were [Overheard](#) and featured here in amplify.



# A #SwaggingRights shout-out to outdoor promotional items that block the sun

There's plenty of time to enjoy the great outdoors with these imprinted sunglasses and branded headwear.



**Mark Sieverkropp**

@Skropp2

Awww yeah! Loving these awesome sunglasses — clients are gonna LOVE them!  
[@4imprint](#) [#SwaggingRights](#)



**Arlene Paraiso**

@virtuefit

We're gonna give these babies away at #sandiegostartupweek because #sandiego is #sunny  
[#swaggingrights](#)



**Wisconsin Herd**

The best way to "cap" off our inaugural season? Hats for the 1st 3,000 fans at tonight's game c/o [4imprint](#). [#HerdUp](#)

*Note: 4imprint is a sponsor of the Wisconsin Herd.*



**Matt**

I am using these sunglasses as giveaways at local job fairs to help recruit summer lifeguards.



**Grechen Askins**

@GrechenAskins

[@4imprint](#) [#swaggingrights](#) our company's wellness committee came up with this!  
(We are a newspaper company)



Get more outdoor promotional item ideas on these [hats](#) and [sunglasses](#) Pinterest boards!



# Building relationships at trade shows

*By Joshua Grover-David Patterson*



Using trade show giveaways to boost sales





## Trade shows are all about **making connections.**

**L**isa Ludwig, President/CEO of Pool Route Sales USA Inc. in Palm Beach Gardens, Fla., found that giving the right trade show giveaways at the right time is the key to drawing people in and starting a conversation. Her company offered [Value Lip Balm](#) at a January 2018 trade show.

“It was the week of a big freeze in Houston, Texas. Needless to say, with the cold, dry air chapping lips, everyone stopped at our booth for lip balm!” Ludwig said. “Even people running other trade show tables were coming over because we had lip balm. We got a lot of other vendors to visit us, and that helped build some new relationships.”



Value Lip Balm

*Draw people into your booth to start a conversation!*

## Conversations start relationships

The [2018 Trade Show Sales Survey Results e-book](#), based on an original study conducted by 4imprint®, showed that nearly 30 percent of respondents attend 11 or more trade shows per year. The top three reasons for attending trade shows:



**Build relationships**



**Generate leads**



**Strengthen brand**

While these events are a great way to accomplish all of the goals, trade show visitors typically only spend an average of 15 seconds at each booth. That surprising statistic from [Exhibitor Live](#) indicates that trade show exhibitors have a very tiny window to capture potential customers' attention.

## Make a memorable first impression

The [4imprint survey](#) found that respondents from companies with 50 to 999 employees most commonly used promotional products as a giveaway in return for a one-on-one conversation. But before you can offer someone a promotional product, you have to catch their eye.

“One of the best ways to catch people’s attention is with items that move, light up and make noise. And many of the flashiest, most eye-catching [trade show swag ideas](#) are toys,” said Jen Klitzke, trade show manager at 4imprint.



Light-Up Yo-Yo

“While you might think that adults wouldn’t be interested in toys, I’ve seen a [Light-Up Yo-Yo](#) draw in everyone from interns to high-ranking CEOs. These visitors always want to pick one up, try it out and take it home. And what could be better than that? No matter who plays with it in the household—or maybe it’ll serve as a nice break during the workday—your brand will light up their days,” Klitzke said.

Having the coolest trade show swag is also a surefire way to draw people to your booth.

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*“Sometimes the best way to make an impression is to use trade show giveaways that no one else is offering, but that everyone just has to have.”*  
*Klitzke said.*

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One item that is especially popular is the [Fusion Bound Journal](#), which has a cell phone holder, a pocket for business cards and a pen loop right on the front cover.



Fusion Bound Journal

*Leave your next event on a high note with this customizable journal!*

## Keep the conversation going—at the table and beyond

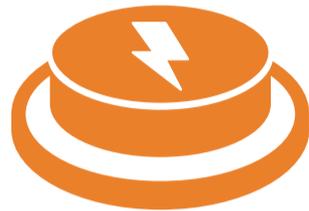
When trying to make a sale or build a relationship, it can be easy to do a lot of talking and not enough listening. When talking to clients, it's critical to engage in a back-and-forth conversation, using the acquired information to help a customer address their needs.

The **National Association of Sales Professionals** suggests that you:



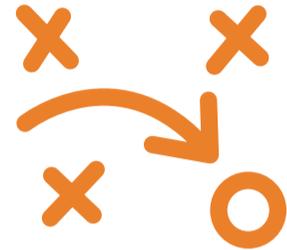
### Be ready with qualifying questions.

You can only sell to someone who needs your product or service, so make sure the person you're speaking with can use what you have to offer.



### Ask about your client's hot buttons or pain points.

Listen carefully to their answers. The better you understand your buyer's needs, the better you'll be able to help them.



### Anticipate objections.

Sales reps who know why a buyer might pass on their company allows them to be ready with answers. That means customers will be more confident that your company can solve their problems.

Once you've determined a person can use your product or service, it's common to connect them with a sales representative or invite them to learn more about your business.

**4imprint's survey showed that 30 percent of respondents offer a promo product in exchange for watching a product demonstration, while 20 percent give one for attending a seminar or presentation.**





The 4imprint trade show study also showed that **tech products are by far the most desirable trade show giveaways.**

People on every trade show floor always seem to be looking for a place to charge their phone. Handing out tech—like charging cables—can make your booth very popular. The [Duo Charging Cable with Phone Stand](#), compatible with Android® devices and iPhone®, is an excellent giveaway choice. This portable power source is compact and clips to a keychain when not in use.

## Great gifts make for great follow-up conversations

According to the [4imprint survey](#), another popular way to use trade show giveaways to build relationships is by adding a memorable promotional gift to follow-up messages once the trade show is over.

Studies have shown that [80 percent of exhibitors](#) don't follow up on their trade show leads, which means that all the expense of attending a trade show didn't lead to longer-term relationships. Organize your leads by hot, warm and cold, based on whether they need an immediate call from a sale rep, an email offering further information or occasional reminders when you have a new product or service.



Duo Charging Cable with Phone Stand

*These custom cables are perfect tech accessories!*



By offering a promotional product during or after the show, your prospects are more likely to remember you. [Legalinc Corporate Services](#) in Frisco, Texas, used trade show giveaways to promote their legal solutions. Digital Marketing Coordinator Will Nye said that at a recent paralegal conference, the company used the [Customized Majestic Mug](#) to market their legal solutions to potential business partners, like attorneys and CPAs. They chose the mug to make a lasting impression.

“A lot of companies use free giveaways, but we use it as marketing collateral, something to give away at conferences that people don’t throw away, so the items sit on desks,” Nye said.

The mug turned out to be an awareness booster—and a great way to keep relationships going long-term.

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*“Compared to previous conferences, people were much more open to being contacted, and a significantly higher number of people wanted to be reached out to,” Nye said.*

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## Relationships lead to sales

Trade show giveaways and one-on-one conversations can help you get the sales leads you need to build your business. Just choose useful promotional products to go along with each customer touchpoint, and you’ll be on your way to growing your business. Good luck! [4](#)



PRODUCT HIGHLIGHT

# Event giveaways make sharing fun

*By Suzanne Worwood*

Promotional ideas to make your  
next gathering share-worthy



People love to share their experiences—so much so that **95 million photos** are uploaded to Instagram® every day. How can you get in on this trend? For your next event, create fun opportunities that are easily sharable. Paired with exciting event gifts, these opportunities will turn your gathering into one that's shared and liked on social media.

To turn your event into an online collage of #hashtags and #selfies, **try these ideas:**

- **Put up signs** with suggested hashtags to encourage people to share.
- **Use decorations and event giveaways** that make fun photo opportunities.
- **Hire a photographer** to take and post creative photos people can tag themselves in.
- **Offer prizes** (even if it's just bragging rights) for likes, shares, selfies and hashtag usage.

Try these picture-perfect event gifts to encourage people to participate.



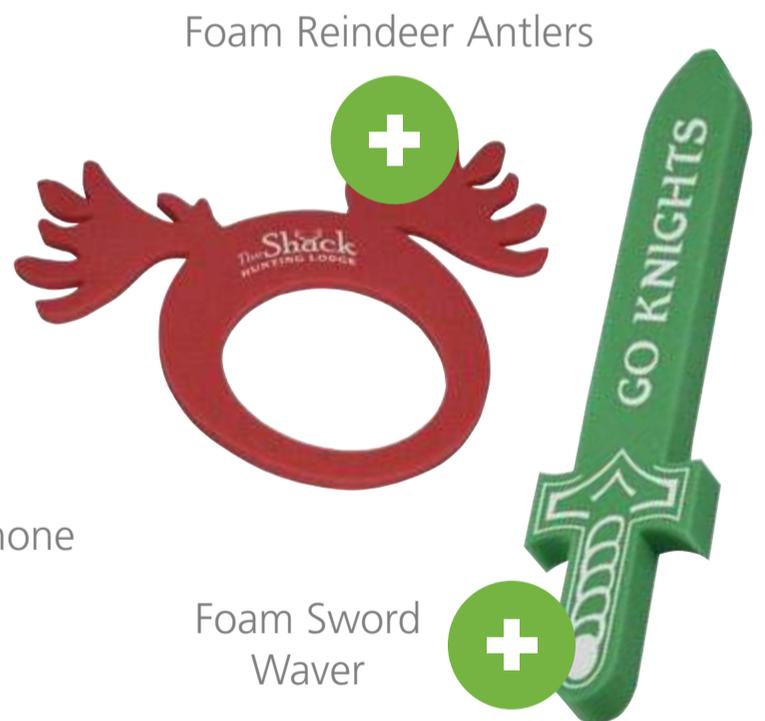
Foam #1 Hand



Five Claw Foam Waver



Foam Microphone Waver



Foam Reindeer Antlers

Foam Sword Waver

### Foam makes a big impression

Foam items are large, colorful and look great in pictures! The **Foam #1 Hand** has long been a sporting events staple, but the foam fun doesn't have to stop there.

Fans can cheer on their favorite cougar, bear or lion with the **Five Claw Foam Waver**.

Encourage them to sound their battle cry and cheer on the home team with the **Foam Sword Waver**. **Foam Reindeer Antlers** will amp up the fun at any holiday gathering. And for the concert-goer who wants to show support for their favorite band, the **Foam Microphone Waver** will have everyone singing along.

### Classic paper masks and hats

Kids (and kids at heart) will enjoy dressing up with these event giveaways.

Greet guests with a warm “Howdy!” and this **Paper Cowboy Hat** that is sure to get the party or picnic started. Meanwhile, celebrate your workplace heroes with the **Superhero Mask**, **Bat Mask** and **Mask Glasses**, so they can keep their identities secret. These creative masks will ensure your name isn’t a secret from anyone!

*Give your advertising efforts extra face time!*

Paper Cowboy Hat



Superhero Mask



Mask Glasses



Bat Mask

### Glow-in-the-dark fun lights up night events

Sharing doesn’t have to end when the sun goes down. These glow-in-the-dark event gifts will bring a memorable glow to the evening.

Go simple with the **Glow Bracelet**. One bend and it lights up the night! The multicolor **Flashing LED Bracelet** lets them be in control—it can stay lit or flash at two different speeds, all at the touch of a button.

Bring magic to your event with the classic **Glow Wand**; just give it a snap and a shake. **The Light-Up Foam Cheer Stick** uses LEDs and replaceable batteries so it’s still going strong, long after your event.

*Light up your brand with these fun promotional items!*



Glow Bracelet



Glow Wand



Flashing LED Bracelet



Light-Up Foam Cheer Stick

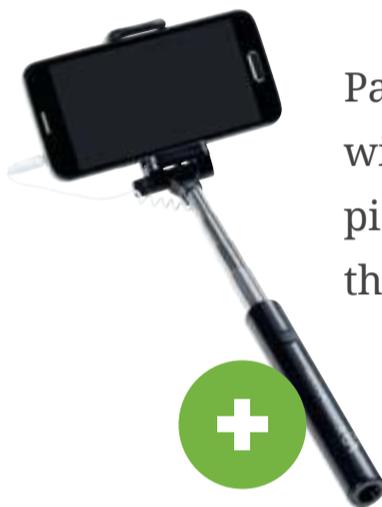
Shareable hashtags help fill your social media timelines

Every photo can become a shareable opportunity simply by adding a #hashtag to your event giveaways and banners.

Set up the [Value Outdoor Banner](#) to look like a red carpet ceremony backdrop, imprint a hashtag on it, and it becomes a photo opportunity for everyone who walks by.



Value Outdoor Banner



Mini Foldable Selfie Stick

Pass out a [Mini Foldable Selfie Stick](#) imprinted with a special company hashtag, and every picture the recipient takes will remind them that it's #shareable.

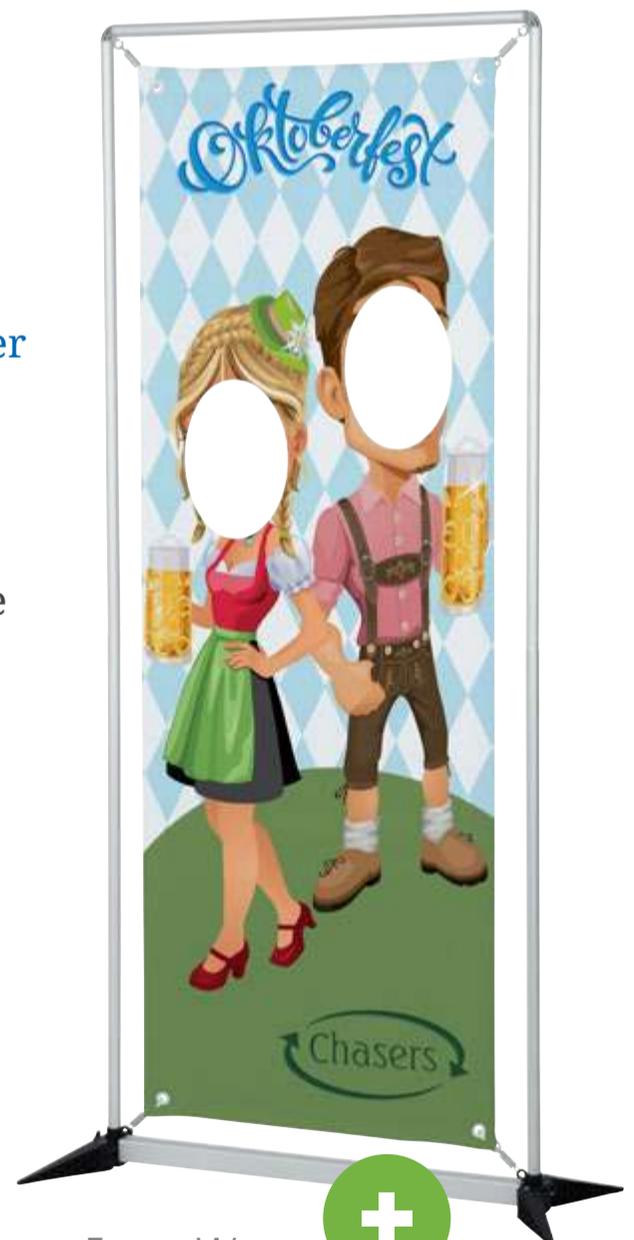


Astronauts



Pirates

The [FrameWorx Banner Stand](#) lets two people turn their faces and some silly cartoon bodies into a shareable moment. It has easily swapped replacement graphics for when you want your #shareable #selfie #subjects to become [astronauts](#) or [pirates](#).



FrameWorx Banner Stand



FrameWorx Banner Stand



FrameWorx Banner Stand - Replacement Graphic

*Add colorful images to these banner stands for shareable photo opportunities!*

### Share-worthy Stadium Cups

Beverage cups are appreciated at any gathering, from parties to sporting events to company picnics. That makes them the perfect event giveaway. Ask your guests to “share” a beverage with the smooth Stadium Cup or fluted Stadium Cup.



Stadium Cup

## Event gifts make fun sharable moments

From concerts to baseball games to company gatherings, event gifts help turn great times into sharable moments. Hand out some event giveaways and remind everyone to pull out their phones and take a #selfie! 4



LASTING IMPRESSIONS

# Branded swag to boost awareness

*By Joshua Grover-David Patterson*

Build your business with these tips





Autumn Jones, salon manager of [Prime Beauty Studio](#) in Louisville, Ky., wanted to start building brand recognition as soon as the studio opened its doors. The studio ordered branded swag, including pens and [Magnifying Compact Mirrors](#), to use as giveaways for the very first day.

*“We decided to order branded products for our grand opening to leave a lasting impression,” Jones said.*

“Putting your name and address on something lets people know that you’re going to be around for a while, and how to get in touch with you. Everyone loved the products, and it helped establish our brand right from the start.”

The mirrors and pens helped Jones achieve her objectives—letting people know the salon was open and making sure they had the contact information.

In many ways, the mirror is the perfect metaphor for branded giveaways—it’s all about being seen.

*Easy to slip into your purse, pocket, makeup bag or locker.*



Magnifying Compact Mirror



## Brand recognition: Those who get remembered, get business

The Golden Arches. The Swoosh. Some brands are so recognizable that even a short description brings their name to mind.

That's the goal of brand recognition: when your logo, name or tagline becomes so well known that **people think of your products or services instantly**. It's true whether you manufacture shoes, perform beauty treatments or run the world's most popular search engine.

Studies show that people require **five to seven impressions** to remember a brand. That means the more impressions you can make, the sooner your business will start growing.

While you might never become world famous, you can improve your brand recognition with a variety of techniques, including the use of social media, word-of-mouth marketing and branded swag.

## Update your website (and make sure it's optimized for searching)

According to a [study by Nielsen®](#), 70 percent of respondents considered a branded website to be a trusted form of advertising. Only a personal recommendation is viewed as more trustworthy.

Coupled with the fact that **searching currently drives more website traffic** than social media, it's clear that an up-to-date, search-engine-optimized website will help you build your brand recognition.

The best way to do this is to keep the content on your site fresh. By blogging or updating your web pages regularly, you'll make sure your site is more easily found during searches for your product or services.

Studies show that people require



**5 to 7 impressions to remember your brand.**

## Spend time at trade shows and events

Whether you head to an internationally based trade show or create a pop-up at a local gathering, events are an excellent way to build brand recognition.

Ensuring everything at your booth is branded can help. Dress your staff in logo'd apparel, like the [Antigua Engage Polo](#), and don't forget the table. A [Closed-Back Table Throw](#), can make a dramatic impression.

Jill Orr, manager of Marketing Communications at [E. J. Ward](#) in San Antonio, Texas, understands the importance of branded elements in a trade show booth. E. J. Ward attended trade shows where event-branded lanyards were imprinted with trade show sponsors. That meant

E. J. Ward sales representatives were sometimes wearing lanyards that promoted their competitors. The company combatted the problem and strengthened their brand by having employees wear the [Economy Lanyard](#) at every show.

“You have to use proper branding at a trade show—your logo is your logo.”

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*“Ensuring brand consistency strengthens the company image in the customer’s mind,” Orr said.*

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“They notice if you’re wearing a competitor’s logo. The lanyards looked great and really helped solidify our brand.”



Antigua Engage Polo

*This performance polo is perfect to wear at the office or to the golf course.*



Economy Lanyard



Closed-Back Table Throw



## Organic and paid social media marketing gets liked and shared

Social media is a [great place to get your name seen](#), whether you're letting people find you organically or choosing an advertising campaign. Facebook® alone has over [2.2 billion users](#), making it the most popular social media platform. One site gives you access to a large slice of your prospective audience.

**When it comes to building your brand on social media, Entrepreneur offers the following tips:**



### Choose networks that support your brand message

Even though Facebook is the most popular social media site, Twitter®, Pinterest® or Instagram® might be better suited to your brand, depending on what services or products you sell and which demographics are your target audience.



### Provide valuable and shareable content

Offering content followers want to view and share with their friends will increase brand awareness. Keep in mind that pictures and videos will almost always garner more interaction than text.



### Leverage influencers

When creating or sharing content, cite and tag important people in your social media posts—it gives them a reason to share your brand with their followers.



### Use social campaigns to promote content

Use [paid advertising campaigns](#) and social contests to push your brand farther than it would have gone organically.



**83%** of respondents listed “**recommendations from people that I know**” as the most trusted form of advertising.

## Word-of-mouth marketing

According to a [study by Nielsen®](#), 83 percent of respondents listed “recommendations from people that I know” as the most trusted form of advertising. That also goes for the world of B2B, where 91 percent of buyers are [influenced by word-of-mouth](#).

Referrals may be the best way to get your name in front of people. Word-of-mouth referrals often come from close friends, but don’t discount the importance of website reviews.

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*The key to getting people to talk about you is surprisingly simple—just ask!*

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Most customers who had a good experience with your business will be happy to write a review on the Web or [refer](#) their friends, family or business contacts.

Branded giveaways can also create word-of-mouth opportunities. Jones noted that their branded swag has helped to spread their

name beyond the people who walk through their doors. “When our customers use the mirror, if their friends want to know where they got it, our address and phone number are right there.”

## Trade connections

Sometimes, a great way to get your brand’s name out into the world is to associate it with [another trusted brand](#). Partnering with another company that does work complementary to yours can raise both of your profiles. For example, if you run a plumbing company, sharing contact information with a tree-trimming business can often lead to both of you getting more work when you encounter root-damaged pipes.

## Getting people to know your brand

Brand recognition is all about being seen—whether it’s online, at a local event or on branded swag you’ve given out to potential customers. Remember: the more you get your name into the world, the sooner people are going to start remembering it! [4](#)



TREND

# Employee advocates

*By Joshua Grover-David Patterson*



I Pursue

**M**  
PUBLIC  
HEALTH

Employees are your greatest ambassadors





If you look at annual best places to work lists, you'll find some similarities. These companies have a **great culture and high employee engagement**. It's not a coincidence that these same companies earn **2.5 times more revenue** than companies with disengaged employees.

In other words, engaged employees make the best brand ambassadors.

They help the company by bringing in more talented employees—and more customers! But how do you create this cycle of success? It all starts with the keys of your brand—your mission and values, plus employee engagement. Add in branded swag, and you'll be on your way to a more successful, profitable company where people want to work.

Companies with **great culture** and **high employee engagement** earn



**2.5x more revenue**  
than companies with disengaged employees.

## Pursuing a great mission

Loren Branch, a marketing and communications coordinator at the University of Michigan School of Public Health in Ann Arbor, tells the story of how a [Challenger Coffee Mug](#), staff input and the words “I pursue” helped turn the broad topic of public health into a focal point for the school.



“We did some brand research to figure out what people know about the school,” Branch said. “We weren’t doing a rebrand exactly, but we wanted to figure out how people viewed our brand. Because public health entails everything from car seats to the opioid crisis.

“We ordered the mugs for staff members with our logo on one side and ‘I Pursue \_\_\_\_\_’ on the other. The word pursue is a keyword we are using in our new branding efforts because of how broad and continuous public health is. Staff members were provided acrylic or oil-based markers to fill in their blank and instructions to bake their mugs and make it permanent. Some of the items people came up with were: Consistency, Health Policy, Communications and Health Equity.”

The exercise helped the school focus on its mission and it became the impetus for new brand messaging.

## Evaluate your mission and values statements

The school’s approach to updated brand messaging worked because they involved the staff. Staff was encouraged to think about how they make a difference.

Shaun Smith, author of the book “On Purpose: Delivering a Branded Customer Experience People Love,” [explains the idea of a mission](#). “People don’t get up in the morning fired up by the thought of making profits for their company. They are, however, motivated by making a difference for customers or feeling that they are contributing to something meaningful.”

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*In other words, your mission tells the world what you do and tells your employees why they should be excited to come to work in the morning.*

*Source: [interact-intranet.com](http://interact-intranet.com)*

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Studies have shown, however, that 60 percent of employees [don’t understand](#) their companies’ mission and values.

So, if you don’t have a mission statement already, it’s time to create one!

And even if you have a company mission statement, take a closer look at it. Does it still apply to your business today? **Be sure to include employee input**, as that will help them take ownership of your mission.

## Get employee backing

Your company has almost certainly gone through a long process of external branding, from your logos and slogans to your advertising and website. Your internal branding process should be just as extensive.

There are many ways to **get employees engaged**:

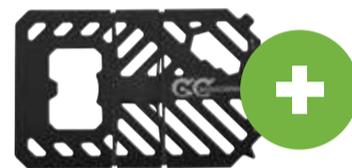
- ✓ Give out useful branded gifts for employees, like the **Nite Ize® Card Holder Tool**, and use them to spread the word about available tools to help employees demonstrate your business' missions and values.
- ✓ **Boost awareness by hanging posters** that list your mission and values.
- ✓ Update everyone's screensavers to rotate through the mission and value statements.
- ✓ Provide team apparel, like the **Thunderbolt Interlock Sport Shirt**, to remind them that no matter what department they work in, you're all on the same team.
- ✓ Send one value statement per day by email and provide ideas of how to live that value. Recognize employees who do!

## Empower your employees to build a better company

After solidifying their brand identity and voice, the University of Michigan School of Public Health updated its marketing materials,



Thunderbolt  
Interlock  
Sport Shirt



Nite Ize® Card  
Holder Tool

including building signs and pamphlets, with new messaging. And while they're still monitoring the final effects externally, internally they've seen some extremely positive results.

“The school is made of seven academic departments – and they all do things differently,” Branch said. “But since we introduced the ‘pursue’ brand, we’ve been able to build up some relationships across departments. People internally have started to use the language, especially the ‘pursue’ platform. It definitely resonates with some people.”

With your employees being so integral to defining your brand, it's important to find ways to remind them of how important the mission and values of the business are, whether it's with words of praise or branded gifts for employees.

## Recognize employees for demonstrating company values

Studies show that managerial recognition is the best way to [inspire employees to do great work](#). Find a way to recognize when employees are demonstrating company values, whether it's via email, sticky note or verbal praise in team meetings. It can help to offer fun branded swag for demonstrating company values, like a [USB Fan with Duo Connector](#).



USB Fan with Duo Connector

## Ask your employees to be your ambassadors

Studies have shown that your employees truly are the most trusted members of your business with the largest social media reach. In fact, content shared by employees gets eight times more engagement than content that was only shared by your brand channels.

Subsequently, it literally pays to ask your employees to be your brand advocates. Be sure to encourage them to write a blog or share your social media posts.

## Employees are truly your most important asset

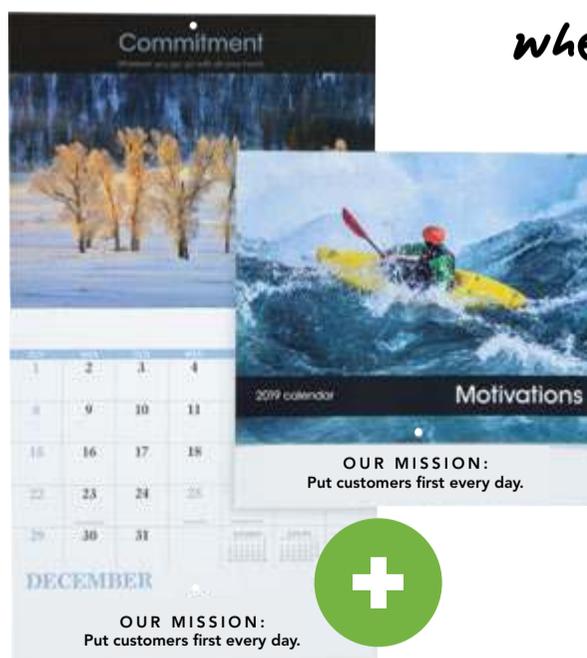
By helping your employees understand why you do what you do, they can become your company's greatest brand ambassadors. Add in some branded swag, and you'll likely see positive results in team member engagement and your bottom line. [4](#)

## More branded promotional items to get your employees engaged!



Sports Duffel Bag

*Your team will keep your brand active with this sports bag.*



Empowering Thoughts Calendar

*Put your company mission where your team will see it every day.*

Antimicrobial Recycled Mouse Pad



# Prom swag bags

Operation Cinderella has a night to remember ... in the bag

By Cheryl Sina

ashley rhyner  
collective

“When you’re that age, not going to prom is the end of the world,” said Mary Linden, co-founder of [Operation Cinderella](#). Founded in 2010, the nonprofit organization based in Wisconsin has helped more than 1,900 low-income, underserved and at-risk high school girls have the fairy-tale prom of their dreams.

Each young woman is assigned her own fairy godmother, who serves as a mentor and personal shopper as the girl selects her dress, shoes and other items for prom—all free of charge.

Recently, Operation Cinderella ordered prom swag bags through 4imprint’s *one by one*® promotional products grant program to use at their events. “Every girl receives a bag when she checks in,” Linden said. “It is filled with fun items like lotion and nail polish, and the girls also use them to take home their shoes, jewelry and clutch.”

Thanks to a collection of amazing volunteers, and hundreds of personal and company donations, every one of these girls gets to spend prom feeling like a princess.

