

CAP TIPS is a series of periodic messages to assist in the planning and implementation of NCVRW Community Awareness Projects. Please feel free to send your individual questions or requests for assistance to Anne Seymour at annesey@atlantech.net.

CAP TIP #4

To Improve Public Awareness

Tips to Produce Promotional and Personalized Imprinted Items for 2015 NCVRW

Introduction

Many of the 2015 CAP program activities and events that were described in your NCVRW CAP applications include or can be enhanced by the use of promotional items, such as giveaway and other items that can be inexpensively imprinted with the National Crime Victims' Rights Week (NCVRW) theme and artwork, or messages that are personalized to your community, jurisdiction or organization. The range of items from *all* applicants – which may give you some creative ideas to consider – includes:

- T-shirts
- Bracelets
- Pins
- Pens
- Coasters
- Safety planning kits
- Watches
- Koozies
- Face painting
- Travel mugs
- Tote bags
- Whistles with imprints
- LED lanyards
- Frisbees
- Insulated lunch boxes
- Salad shakers
- Flashlights
- Water bottles
- Buttons
- Stress balls
- Flash drives
- Exercise gear bag
- Circular car magnets
- Refrigerator magnets
- Clipboards
- Forget-Me-Not seeds

Although this CAP TIP contains contact information for some online vendors that may be able to help meet the needs of NCVRW CAP projects, NCVRW CAP is not recommending or endorsing any of these particular vendors. We are providing this for information purposes only to help you get started. In addition to the listings below, you may be able to find other vendors

online or in your communities that can also supply or customize these items by doing an online search.

For most of these items, the cost becomes more inexpensive as the number of items ordered increases. Also, you'll want to check each website for information on shipping to make sure your order arrives in time for 2015 NCVRW (many offer free shipping, and provide specific information about how long items will take to ship).

Imprinted Promotional Items

There has been an explosion in customized imprinted promotional materials over the last couple of years. These are a few that have received good reviews:

Motivators

www.motivators.com

800.525.9600 (telephone)

516.735.9600 (fax)

sales@motivators.com

This company offers imprinted items of all sorts and sizes. They have an eco-friendly section that includes so many great and unique items worth checking out:

- T-shirts, hats, totes
- Awards
- Mugs
- Clipboards
- Watches
- Lanyards
- Flashlights
- Games

Just 4 Banners

www.just4banners.com

866.548.5353

sales@just4banners.com

This company offers to create personalized high-quality, digital-printed banners, which are produced on 13-ounce heavy duty vinyl (suitable for indoor or outdoor events).

There is *NO* set-up fee, and they also offer free uploads of your text and/or artwork. You can place your order 24-hours-a-day via fax or their website. Prior to printing your personalized banner, the company will send you design proofs to approve.

The prices vary only upon the size of the banner; for example:

- A 4' by 7' banner is \$56.00.
- A 6' by 10' banner is \$120.00.

This company also offers special pricing for non-profits and churches.

Balloon Printing

www.balloonprinting.com

800.628.9995

orders@balloonprinting.com

This company offers imprinted latex balloons for a reasonable cost. For example, 100 imprinted eleven-inch latex balloons are \$85.00; if you want your text/artwork imprinted on both sides, it is \$25.00 more per 100 balloons.

Imprinted T-shirts, Koozies, Mugs, Bracelets, Tote Bags and Lunch Boxes, etc.

www.customink.com *(Made in the USA, custom artwork, logo, etc...)*

800.293.4232

This company has a great selection of imprint items with a bonus: MADE IN THE USA!

Two Good Sites for Custom T-Shirts:

- <http://www.discounttshirts.com/>

855.831.8468

Bulk custom logo, image t-shirts and hats are available with free shipping.

- <http://www.thriftythreads.com/>

855.331.8436

Only t-shirts are available with free shipping.

Discount Imprint Items

www.discountmugs.com

855.375.7174

Items include imprinted bracelets for as low as \$0.40 each; apparel, mugs, and tote bags for as low as \$0.24 each; and lunch boxes and so much more.

Forget-Me-Not Seeds

www.printglobe.com

800.989.2181

Forget-Me-Not seed packets include personalized messages, and are \$2.10 a packet when buying 100 packets.

www.americanmeadows.com

877.309.7333

Forget-Me-Not seeds are available in bulk, ¼ pound for \$25.

Yard Signs

www.speedysignusa.com

800.257.6091

This company offers custom yard signs with simple design templates to use on its website.

www.signsonthecheap.com

866.661.9239

Custom yard signs are available for around \$10 a piece.

NCVRW Theme Items

The following are inexpensive items related to the 2015 NCVRW theme artwork, involving engaging communities and empowering victims:

Oriental Trading

www.orientaltrading.com

800.348.6483

Oriental Trading is a great source for any type of inexpensive "giveaway" items for special events or training programs; this company also has a wide selection of inexpensive decorations and candy.

In keeping with the 2015 NCVRW theme artwork (engagement and empowerment,) Oriental Trading offers:

Teamwork Medals (*medallion on a ribbon*)

Item number IN-12/4933

One dozen medals for \$4.25

"Design Your Own Medals" (*2 ½" plastic frames into which you can place your own button, on a lanyard*)

Item number IN-57/9088

One dozen medals for \$10.50

"Personalized Star Trophies" (*4 ¾" gold toned plastic trophies shaped like stars with personalized bases*)

Item number IN-42/2721

One dozen trophies for \$16.00

"Gold Stars" (*7" and 13" cardboard gold stars could be used for table centerpieces or displays set in a tissue paper "cloud"*)

Item number IN-3/963

One dozen stars for \$8.50

SPECIAL TIP: Oriental Trading offers deals and savings throughout each month. Keep checking back for free shipping and %-off offers.

Party City

www.partycity.com

800.727.8924

Gold Star Cutouts (bright 9" cardboard stars to hang)

Item # 224060

\$3.99 for 5

There are also eco-friendly tableware, stickers and beads available from Party City.

Star-shaped Items to Promote "Engaging" and "Empowering"

www.branders.com

844.383.3862

This company offers imprinted *everything*, including all things star-shaped to go with the 2015 theme, such as custom imprinted Star-shaped Stress Balls for \$1.77, custom printed star-shaped crayons for \$1.50, star shaped heating pads, lights, and drink holders.

www.orientaltrading.com

800.875.8480

Oriental Trading (*described above*) also offers star ribbons, medals, star-shaped pens, personalized star trophies, and star stickers.

Butterflies for Release

www.abutterflyrelease.com

407.896.8389

Three dozen butterflies are available in release envelopes for \$100.

www.swalotailfarms.com

888.441.4902

This is the "original butterfly company."

Candlelight Vigil Multi-colored Glow Sticks and Candles (Can be Personalized)

Happy Glow

www.happyglow.com

866.944.5432

This company offers a wide variety of glow sticks and glowing novelty shapes, including candle shapes, in multiple colors at reasonable prices; for example:

- Four inch glow sticks for as low as \$0.21 a piece (before imprinting)
- Six inch glow sticks for as low as \$0.26 a piece (before imprinting)

Custom decals on glow sticks are as low as \$0.25 per stick and there is a \$20.00 set-up fee for graphics and text for orders of 499 or less; for 500 glow sticks or more, there is *NO* set-up fee.

Candles and Wax Guards for Vigils

www.candle4less.com

877.766.5326

100 bobeche wax guards are available for \$5; and 60 vigil candles for \$22.

www.millenniumcandles.com

718.676.5406

100 bobeche wax guards are available for \$9; and 480 vigil candles for \$79.

Giveaways

(also known as "ChaChas" or "public awareness event incentives")

Dollar Tree

www.dollartree.com

877.530.8733

The Dollar Tree has thousands of stores in the 48 contiguous states; you can visit its website and go to "Store Locator" to find the store nearest you. *EVERYTHING* in the store is, you guessed it, \$1.00!

Some items that may be relevant to your 2015 NCVRW events and activities include:

- Brightly colored paper cups, plates, cutlery, napkins and plastic tablecloths
- Lots of star items
- Candles
- Poster boards
- Clipboards
- Bulk pens
- Cleaning supplies
- Various decorations

For More Information

Please contact National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour via email at annese@atlantech.net; or by telephone at 202.547.1732.