



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](mailto:annesey@atlantech.net)

## **CAP TIP #7**

### ***To Improve Public Awareness***

#### **Tips to Produce Promotional and Personalized Imprinted Items for 2016 NCVRW**

Many of the 2016 CAP program activities and events that were described in your applications to OVC can be enhanced by the use of promotional items, including decorations 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 special events and items from *all* applicants – which may give you some creative ideas to consider – includes the following:

#### **Events**

- “Know Your Rights” forum
- Art contest
- Identity Theft Workshop
- Chalk wall
- Resource Expos
- Fun Fairs
- Events featuring creative/poetry writing and reading, digital storytelling, art contests
- “Paint the Pain Away” event with art to evoke positive thoughts
- 5k race or walk (including “dress as your favorite superhero”)
- Performing arts events (music, photography, theater + performance art)
- Memorial walk with drumming group
- Fit-Bit Challenge
- Empowerment Bingo
- Display flags
- Mural
- Rocking chairs with celebrity rockers
- Movie screening events (*The Hunting Ground* and *Heaven’s Rain*) with discussion
- Display of Victim Memorial Quilts
- “Take Back the Night” rallies and marches
- “Walk a Mile in Her Shoes” events
- The Clothesline Project
- First Walk for Hope

- Half-time Scrimmage event between local law enforcement agencies at professional basketball game
- Photo/camera booth
- Mock trial
- Kickball game
- Silent Witness display
- Balloon release
- Butterfly release
- “You Are Not Alone” campaign

### **Awareness/Remembrance/Memorial Items**

- Tree of Hope mosaic mural
- Candles and bobèche or glow sticks for vigils
- Memorial Plaque/Ceremony
- Tree, garden, rose memorial plantings
- Forget-Me-Not seeds
- Hand painted river rocks
- Awareness ribbons in various colors
- Bracelets/armbands
- Hand-painted memorial leaf decorations
- Victim Memorial Quilts
- Scroll with victims’ names that is read aloud
- Short stories written by crime victims and survivors compiled into a book
- Recognition Awards

### **General Giveaway/Logo Items**

- Napkins
- Cups
- Pens and pencils
- Notepads
- T-shirts
- Water bottles
- Mobile charger
- Take away bags
- Flashlights
- Whistles
- Frisbees
- Light up necklaces
- Tumblers
- Bookmarks
- Coasters
- Calendars
- Post-it Note pads
- Drawstring bags
- Shopping bags
- Buttons
- Coffee mugs
- Travel mugs
- Inspiration books
- NCVRW pin
- Tissues
- Blue umbrellas
- Pinwheels
- Stress balls
- Forget-Me-Not seed packets
- LED lanyards
- Emergency/first response bags – toothbrush/toothpaste, soap, shampoo, fleece blanket, tissues, promotional materials, safety plan, Red Flag brochure, COP brochure

### **Personal Items (which can be imprinted)**

- Meal Coupons with NCVRW information on reverse
- Lip balm
- Sunglasses
- Nail files
- Personal Journals
- Whistle-key ring-flashlight
- Backpacks
- Combs

## **Children's Activities**

***(NOTE: Please see 2016 CAP TIP #4, "NCVRW Activities for Children" for additional ideas and theme artwork for children's activities)***

- Kids Safe Saturday
- Building block bubbles
- Activity/coloring books
- Face painting
- Glow sticks
- Ear buds
- Locker magnets

## **Resource Guides**

- Victims' Rights palm cards
- Resource cards
- Brochures in multiple languages for victim services providers
- Know Your Rights cards, Pro Se Guides,
- Grocery bags with a Resource Guide printed on them full of food from local food banks
- Criminal/juvenile justice system guides
- Victims brochures
- Resources printed on hotel key card holders

## **Signage/Imprinted Promotions**

- Stickers on delivery pizza boxes
- Posters
- Post cards
- Event posters and fliers
- Billboards
- Roadside 'Wave' signage
- Yard signs
- Bumper stickers
- Magnets
- Popcorn bags
- Grocery bags

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 2016 NCVRW (many offer free shipping, and provide specific information about how long items will take to ship). Most websites also offer a toll-free telephone number for additional information and assistance.

Listed below is contact information for some vendors that may be able to meet the needs of NCVRW CAP subgrantees for promotional and personalized items; however, NCVRW CAP is not recommending or endorsing any of these vendors. We are providing this for information purposes only. You may be able to find other vendors online or in your communities that can also supply these items. Also remember that NCVRW CAP subgrantees must adhere to the financial requirements of the program, including budget variances and modifications.

## Imprinted Promotional Items

There has been an explosion in customized imprinted promotional materials over the last couple of years. These are a few that get good reviews on Google or that we have personally used:

### Motivators

[www.motivators.com](http://www.motivators.com)

800.525.9600 (telephone)

516.735.9600 (fax)

[sales@motivators.com](mailto: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](http://www.just4banners.com)

866.548.5353

[sales@just4banners.com](mailto: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.

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

### Balloon Printing (*not* for balloon lifts)

[www.balloonprinting.com](http://www.balloonprinting.com)

800.628.9995

[orders@balloonprinting.com](mailto: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's \$25.00 more per 100 balloons. They also offer mylar and photo balloons.

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

[www.customink.com](http://www.customink.com) (*Made in the USA, custom artwork, logo, etc...*)

800.293.4232

This company has a great selection of imprint items, with free two-week shipping with a bonus: **MADE IN THE USA!**

### Three Good Sites for Custom T-Shirts:

Discount Mug\$

<http://bit.ly/1O5yUwz>

888.204.3347

When purchased in bulk (144), 100% cotton t-shirts are \$5.63 each, and free ground shipping is offered.

Vistaprint

<http://www.vistaprint.com/custom-tshirts.aspx?couponAutoload=1&GP=2%2f8%2f2016+1%3a01%3a55+PM&GPS=3761555475&GNF=0>

866.614.8002

High-quality t-shirts with prices beginning at \$9.59 per unit; personalized artwork can be uploaded via your computer, and “promo codes” are offered for discounts.

Thrifty Threads

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

888.979.9510

Only t-shirts are available with one hour of free design and two-week free shipping.

### **Discount Imprint Items**

[www.discountmugs.com](http://www.discountmugs.com)

800.569.1980

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](http://www.printglobe.com)

800.989.2181

Forget-Me-Not seed packets include personalized messages, and prices begin at \$.32 a packet when buying in bulk (the per-packet price decreases when quantities increase). There is a \$20.00 design fee for first-time customers.

[www.americanmeadows.com](http://www.americanmeadows.com)

877.309.7333

Forget-Me-Not seeds are available for \$.60 per packet, with a minimum order of 200. These packets are *not* imprinted.

### **Yard Signs**

Speedy Signs USA

[www.speedysignusa.com](http://www.speedysignusa.com)

800.257.6091

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

### **Signs on the Cheap**

[www.signsonthecheap.com](http://www.signsonthecheap.com)

866.661.9239

Custom yard signs are available for around \$10 a piece. This company offers corrugated plastic or aluminum signs.

### **Butterflies for Release**

A Butterfly Release

[www.abutterflyrelease.com](http://www.abutterflyrelease.com)

407.896.8389

This company offers a wide range of options of butterflies and release options (single release box or individual release packages) for various prices.

### **Swallow Tail Farms**

[www.swallowtailfarms.com](http://www.swallowtailfarms.com)

888.441.4902

This is the “original butterfly company,” and its website offers a helpful online “how it works” overview of butterfly releases.

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

### **Happy Glow**

[www.happyglow.com](http://www.happyglow.com)

706.363.0268

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 \$0.30 a piece (before imprinting)
  - Six inch glow sticks for as low as \$0.38 a piece (before imprinting)
- Custom glow sticks require 5-10 business days for ordering and processing.

### **Candles and Wax Guards for Vigils**

Candles 4 Less

[www.candle4less.com](http://www.candle4less.com)

877.766.5328

50 ten-inch candles with bobèche wax guards are available for \$32.95.

### **Millennium Candles**

[www.millenniumcandles.com](http://www.millenniumcandles.com)

718.676.5406

100 bobèche wax guards are available for \$8.999; and 100 vigil candles for \$89.99.

## **Anne Seymour’s Favorite Source for “ChaCha”**

Anne Seymour can indeed offer her personal recommendation for her primary source over the past 25 years for “training program/public awareness event incentives,” also known as “chacha” or “giveaways.”

**Dollar Tree**

[www.dollartree.com](http://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 2016 NCVRW events and activities include:

- Brightly colored paper cups, plates, cutlery, napkins and plastic tablecloths
- Candles
- Poster boards
- Clipboards
- Bulk pens and paper
- 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](mailto:annese@atlantech.net); or by telephone at 202.547.1732.