

PROMOTIONAL ITEMS

First, avoid cheap grab-and-go items, and instead offer something higher quality only to those who sign up for your newsletter or follow your page on social media. Unfortunately, many grab-and-go items get thrown away shortly after an event, so choose quality over quantity.



And do your best to consider the environmental and social impacts of the things you give away...

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ASK FIRST:

Will this product be useful?

Un-example: tiny frisbees

Does it match our mission?

Example: IM-Rec & full size frisbees

Will people already have one?

Un-example: the phone accessory era

Will the content have an “expiration date”?

Example: Design content that can be used year after year – never print dates!

ASK NEXT:

Is it possible this product is inexpensive because of **exploited labor**?

Can this product be **consumed, recycled, or composted**?

Is there one made with **recycled content**?

Can you negotiate a **“batched” order** for the price of a full one so you don't over-order?

Can you get a **printed sample**? (NOTHING worse than having to scrap a whole order)