



Case Study #11:

THANKING DONORS FOR GIVING BACK

IDEAS FOR: Cause Marketing, Education, Fundraising

The Academy of Music & Arts - Minnesota was invited to compete in the International Scholastic Music Competition in London, England. Parents, alumni, and community members quickly banded together to raise funds to support the students' travel and accommodations, where they'd be able to showcase their musical talents on a global stage.

-  To thank donors for their charitable gifts, volunteers **custom-designed** a special thank you **pen and water bottle** to give to each person who made a minimum donation of \$100.
-  Students created handwritten thank you notes to be featured on the **large wraparound imprint areas**.
-  The promo items **aided awareness** for the Academy and its fundraising efforts.



Item: #CTQ - Elite



Full Color 360° Imprint Area: 3.18"x1.6"

Writing instruments like pens are kept an average of 6 months and are used about 3 to 4 times per day,¹ providing excellent brand exposure.

1. ASI Global Advertising Impressions Survey, 2016.