

## The Value of Merchandising Your Event With “trinkets and trash”...

The great thing about using promotional gadgets and gizmos to fundraise is the ability to be incredibly creative. With the thousands of options available, you can completely customize and brand your event with products that are relevant AND useful. Select unique items that create spontaneous purchases... OMG that buffalo cookie cutter is TOO cute! I've got to have one! Think out of the box, and be creative! Don't think that huggies, magnets and bumper stickers are your only options... What about rubber zipper pulls? Stress relievers (kids LOVE those things)? Plush animals, puppets and key chains? Flying monkeys and pigs, aside... YOU know your community, and instinctively, their tastes and price points. So, you want to stay within their comfort zones, but that doesn't have to be boring! Think of ways to make your old standbys new and exciting - For example, take your event t-shirt, and change it up! Add color! A little bling or glitter ink! Change the placement of the design! Or, just create a fun, witty slogan or community saying and print it on hats, shirts or car magnets. Your merchandise not only creates revenue, but also continually advertises your event each time that baseball cap is worn or that tote bag is carried into the grocery store. It's truly about having fun, and generating excitement about an event that people love. And, by offering them something to take home with them... that they can't get anywhere else... that's the ticket/trinket (and the cash in your pocket!).

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