

Type of Client/Industry:

Nonprofit

Target Audience:

Sponsors, Donors and supporters attending their annual golf event

Primary Objective:

To provide quality gifts to show their appreciation to those attending and entice them to attend the next year.

Strategy and Execution:

Coordinating the gifts to not only be useful but also items that showcase the American Red Cross logo. Gifts were placed in the golf carts so golfers would have the convertible tumbler ready to use on the course and there other gifts there if needed.

Awards were presented at the ceremony to recognize top golfers at the event.

Sponsors were also given an additional gift, on the seat of their golf cart, as a thank you for their additional donation.

Volunteers and staff were in American Red Cross embroidered polos so they could be identified easily and have a cohesive, professional look.

Results:

The client received a huge amount of positive feedback from everyone at the event- from the golfers, sponsors, event staff and special guests. Even months after the event the staff and previous golfers were asking about any “leftover” drinkware pieces because they wanted one (or an extra one)! The feedback on the execution of the event was enhanced by the professional look of the volunteers and staff and classy presentation of the high quality gifts.

