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P R O M O

YOUR RESOURCE GUIDE TO CAUSE AWARENESS

FLYER

AWARENESS MARKETING

Branded Merch That Inspires Action



Give Merch That Feels Like a Gift—Not a Gimmick

People want to know their donations are going to the cause, not to flashy freebies. That's why lower-priced, high-perceived-value items are the gold standard for giveaways at awareness walks, 5K runs, and fundraising campaigns. Think: useful, stylish, and tied directly to the mission.

ENDLESS OPPORTUNITIES:

- Sunglasses with 300+ deco options for logos, hashtags & messages
- Full-color contract deco to turn tees, totes & more into a story-telling canvas
- Create an online store for a no-waste print-on-demand solution

PERFECT FOR:

GIVEAWAYS AT EVENTS • GIFTS WITH DONATION • ONLINE CAMPAIGNS • TEAM SPIRIT ON RACE DAY

AWARENESS MONTHS AHEAD

OCTOBER – BREAST CANCER
NOVEMBER – DIABETES
FEBRUARY – HEART HEALTH
MARCH – COLORECTAL CANCER
APRIL – AUTISM ACCEPTANCE
MAY – MENTAL HEALTH
SEPTEMBER – CHILDHOOD CANCER



REACH OUT TODAY
FOR VIRTUALS, SAMPLES,
AND PRICING!

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AWARENESS MARKETING: Branded Merch That Inspires Action

Give Merch That Feels Like a Gift—Not a Gimmick

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Here are some ways branded merch delivers big impact:

- Giveaways at Events – Build excitement and recognition at 5Ks, walks, rallies, and pop-up events.
- Gifts with Donation – Say thank you with a piece of branded merch that extends your message.
- Online Campaigns – Offer exclusive products with powerful designs that people are proud to wear and share.
- Team Spirit on Race Day – Outfit staff, volunteers, or brand partners in matching gear that unites and inspires.

And don't forget: It's not just the nonprofits who benefit—sponsoring businesses can build brand goodwill by aligning with a cause and providing custom co-branded items.

Spotlight: Sunglasses = Visibility + Value

Sunglasses are the secret weapon of budget-friendly cause marketing:

- Over 300 decoration options for logos, hashtags, or messages
- Reusable and wearable—keeps your message in circulation
- Budget-friendly while still looking cool and useful
- Perfect for outdoor events, swag bags, or online gifts

They're not just giveaways—they're wearable awareness tools.

Full-Color Creativity with Contract Decoration

Looking for more ways to wow? Use full-color contract decoration to turn tees, totes, and more into story-telling canvases:

- Add QR codes that link to donation pages, videos about the cause, playlists from events, or social media
- Customize designs for event themes or highlight key dates in the campaign
- Creative and scalable—we help you push the boundaries

No Waste with Print-On-Demand

No nonprofit wants to waste funds on leftover inventory. With our capabilities, organizations can:

- Sell custom merch without carrying inventory
- Launch online pop-up shops with zero upfront costs
- Let supporters choose what they want—when they want it

It's fundraising that's efficient, smart, and scalable!

Plan Ahead: Awareness Months to Watch

Want to align your next campaign with a national awareness date? Here are some major opportunities to tap into:

- September – Childhood Cancer Awareness Month
- October – Breast Cancer Awareness Month
- November – Diabetes Awareness Month
- February 2026 – American Heart Month
- March 2026 – Colorectal Cancer Awareness Month
- April 2026 – Autism Acceptance Month
- May 2026 – Mental Health Awareness Month

These are prime opportunities to help your clients create merch that matters.

Let's get bold about giving back . . .

We love helping organizations and their brand partners dream big and do good through creative merchandise that inspires action.

👉 Let's connect today to brainstorm ideas for your next campaign.

SOCIAL POST



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IG/FB CAPTION

Cause awareness months are around the corner—are you ready? 🔥 Now's the time to create merch with meaning. Think: useful, stylish, and tied directly to the mission.

Let's start planning for upcoming awareness months, charity runs, and fundraising events with impactful merch that rallies support and sparks connection.

Send us an email or DM to connect 📧
We've got the ideas—and the tools—to help you deliver.

SOCIAL POST



[DOWNLOAD](#)

IG/FB

What causes are you passionate about? Sunnies and In-Pocket tees are the perfect promotional products to raise awareness for your causes. Read our newest blog to learn more and then reach out for virtuals and samples to get started with your cause marketing campaign today! (Link in Bio)

PRODUCT LINKS

Sunglasses

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[RETRO MICROPERF](#)

[ANDY](#)

[SEE MORE STYLES HERE](#)

Contract deco

[In-pocket tees](#)

[BCA Tote](#)

[Hat](#)

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