

NON-PROFITS & ASSOCIATION LABELS

COST EFFECTIVE AND MULTI-FUNCTIONAL, LABELS CAN PLAY A SUPPORTIVE ROLE IN ENGAGING DONORS & INCREASING AWARENESS OF YOUR CAUSE OR ORGANIZATION.



Types of Labels:

- Mailing Labels
- Water Bottle Labels
- Bumper Stickers
- Window Decals
- Volunteer Stickers

Great For:

- Promoting your Cause
- Acknowledging Members/Donors
- Pledge Campaigns
- Community & Fundraising Events: Volunteer Stickers, Giveaway Items, 'I Participated' Stickers
- Swag Bags & Giveaways: Lip Balm Labels, Water Bottle Labels, Decals, Bumper Stickers & Outer bag labels for branding/awareness

Available Options:

- Personalization
- Fluorescent Stocks: Get donor's attention
- Vibrant Full Color Printing

SUCCESS STORY

CHALLENGE

Shortly after the Boston Marathon bombing, a non-profit organization was looking to create a sticker that would help show support and stick firmly to runners' outfits from the start line to the finish line, and they needed it quickly to have it in time for the race.

SOLUTION

The non-profit was pleased to find that they could create a colorful, custom-shaped label using freeform™ laser cutting and digital printing. Not only was this process budget-friendly and useful in creating a unique label shape and image, it also allowed the label to arrive more quickly. This meant that they had a sticker that was instantly recognizable on every runner, stayed on their clothes throughout the race, and had it in time for the race.

The stickers also featured printed label liners to talk about why the labels were created and helped explain the effort to race attendees. This meant that it was easy to distribute not just the labels but also a message about the importance of showing support. Of course, not everything about this quick turnaround was down to the label. Sometimes, the choice of supplier is just as important as the choice of which label to print. The right supplier can help create a label quickly for the right cause, and showing support for Boston in their time of need was that cause.

BENEFITS

The nonprofit found that, with a little extra help from their supplier to make sure the label arrived in a timely fashion, the label they chose brought with it some great benefits:

- Runners were able to show their support and the custom label shape was easily recognized on the shirts
- Labels stayed adhered to runners' clothes during the marathon
- With freeform™ laser cutting, there was no additional cost for a die to create custom shapes
- Printed label liners allowed race organizers to easily explain their cause and why the labels were created