

Basically Business

a monthly newsletter published by Sir Speedy

Increase Fundraising Event Engagement with the Right Print Materials

Print materials remain a powerful tool for nonprofits to boost event attendance and deepen donor connections. They cut through digital noise with tangible, memorable touchpoints that inspire generosity and action.

Pre-Event Promotion

Custom flyers and posters placed in high-traffic areas like libraries and coffee shops draw local audiences to your gala, walkathon, or auction. Eye-catching banners build anticipation, while printed invitations mailed to key supporters convey professionalism and importance. Event programs preview the schedule, speakers and giving opportunities, setting a polished tone from the start.

On-Site Engagement

Welcome signs, directional graphics, and backdrops guide attendees while immersing them in your event. Table tents at check-in or dining areas highlight sponsorships and silent auction items, sparking bids and conversations. Name badges with your logo and tagline make networking personal, while brochures detail your programs and success stories.

Donor Connection

Handwritten thank-you notes sent within a few days make gifts feel meaningful and appreciated. Pledge cards or donor certificates presented during the event create an immediate emotional connection. Follow-up newsletters and annual impact reports featuring photos of real families

helped, homes built, or animals rescued, inspire repeat or increased giving.

Strategic Tips

Maintain consistent branding across every piece, using the same logo, colors, fonts and language. Choose quality paper and full-color printing. With the right materials, your nonprofit fundraising events become powerful engagement efforts to build lasting donor loyalty.



Leave-Behinds Make Your Presentations Hard to Forget

When you walk out of a high stakes meeting, your presentation shouldn't walk out with you. A well crafted leave-behind gives your message staying power: reinforcing key points, showcasing your brand and keeping your team top of mind long after the conversation ends.

Leave-behinds are physical materials (and sometimes digital ones) that summarize and elevate your presentation. And while formats vary, the best ones don't simply restate your slides—they extend the experience.

A Leave-Behind Should Do More Than Recap

A strong leave-behind offers clarity, structure, and a reminder of the value you delivered. It should be visually appealing and include essentials such as:

- Meeting date, time and purpose
- Discussion highlights
- Team information with job titles and contact details

- Any materials or references that help your prospect revisit the conversation

Think of it as packaging the meeting so the recipient can re-experience it and easily share the information with stakeholders who weren't there.

What Makes a Leave-Behind Truly Memorable

Your leave-behind represents your brand when you're not in the room. That means it should feel polished, intentional and premium. Printed materials are often more impactful than digital files alone. A custom folder with die cuts for business cards creates an organized, professional experience. Fill it with meaningful pieces: brochures, sell sheets, an agenda, or any collateral mentioned during your presentation.

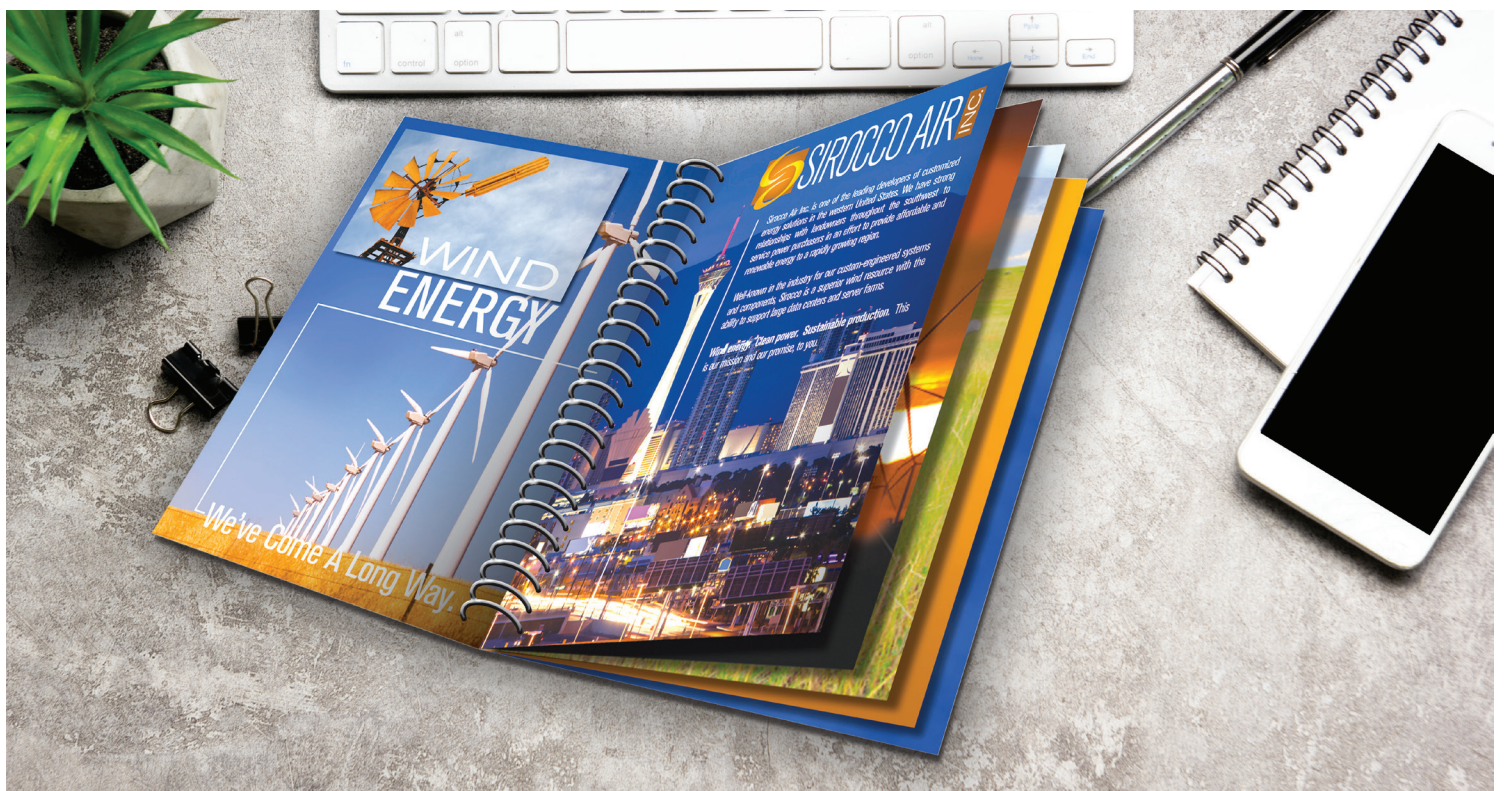
Binders or spiral bound booklets can also elevate the experience, especially when customized with cover artwork or tabbed

sections. Including a branded thumb drive with digital versions ensures your prospect can easily share materials internally.

And don't overlook the power of promotional products. Useful, well chosen items such as pens, notepads, mini whiteboards and calendars, reinforce your brand subtly but effectively. In fact, **83% of consumers say they're more likely to work with a company after receiving a promotional item**, making swag a smart investment.

We Can Help Make a Lasting Impression

From beautifully printed folders to presentation graphics and custom promo items, we can help you deliver a leave-behind package that strengthens your pitch and supports your new business development strategy. Let's elevate your next big meeting together.



Online Ordering Portals Keep Growing Brands on Track



Online portals give growing organizations a single place to order all your printed materials as they scale. Instead of emailing files or maintaining inventory through manual processes, your team logs into a website, chooses approved materials, customizes them and sends orders directly into production.

Brand Consistency at Scale

Portals include only pre-approved items that can be selected, such as business cards, brochures and signage, preventing teams from inadvertently ordering outdated versions or off-brand materials.

Templates maintain key brand elements like logos, colors and fonts, while allowing personalization of designated details, ensuring a consistent look across programs and campaigns.

Operational Efficiency & Lower Costs

Ordering works like an online store:

users select items, make allowed customizations, choose quantities, confirm shipping, and submit orders in one streamlined workflow. Because every order runs through a centralized system with visibility into usage and inventory, your team can reduce over-ordering and consolidate orders to control costs.

Built-in rules ensure orders are complete before submission, reducing reprints and delays. Online proofs and order status updates replace long email chains, keeping projects moving from request to delivery more quickly.

Sustainability and Smart Growth

Print-on-demand ordering reduces waste by eliminating large, outdated print runs. As your organization grows by adding locations or programs, your team simply updates information in the portal, allowing for scalable ordering.

By centralizing ordering and reinforcing brand standards, online portals help growing brands stay efficient, consistent and on track at every stage.

Did you know?

Tradeshows and event marketing support are essential for sales growth success, whether your strategy includes dozens of annual events or only a few. However, relying solely on internal resources to support event marketing can be costly, frustrating and time-consuming even counterproductive.

That's why businesses turn to us. We offer unmatched strategic and tactical support, before, during and after your events—through a full suite of services that helps you control costs and maximize returns. Draw more traffic with a highly targeted email or direct mail campaign. Attract and educate information hungry show-goers with professional quality flyers and brochures. Wow them with brand-boosting booth graphics, promo items and more.

Call us to learn how our team can support you with world-class products and programs that let your brand shine.



GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

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THE RHYTHM OF INTEGRATED MARKETING

INSIDE

Online Ordering Portals Keep Growing Brands on Track

Banner Design Tips that Get You Noticed

Banners work hard in high-traffic areas. Follow these tips to make yours impossible to ignore:


- **Keep text short:** Seven words max. Focus on your main message or offer. Long sentences blur at a distance.
- **Choose bold, sans-serif fonts:** Arial, Helvetica, or Impact all read easily from afar. Skip cursive or thin scripts that fade quickly.
- **Maximize contrast:** White text on black or yellow on blue stands out. Test color combinations in sunlight.
- **Make headlines huge:** Use 20–40% of the banner height. People will see the large words first.
- **Use high-resolution images:** Aim for at least 150 DPI to avoid pixelation and ensure clarity.
- **Add white space:** Do not overcrowd your banners; let key elements breathe. Cluttered designs get ignored.
- **Include a clear call to action:** Tell people exactly what to do next (“Scan the QR Code” or “Visit Now”).

Test your designs from 20 feet away. Banners seen in motion must grab attention in three seconds or less.



Bring Your Brand To Life

Turn Every Wall Into a Statement.

 SirSpeedy®

Stand out and inspire every interaction with expertly crafted and installed signs.

WeDo