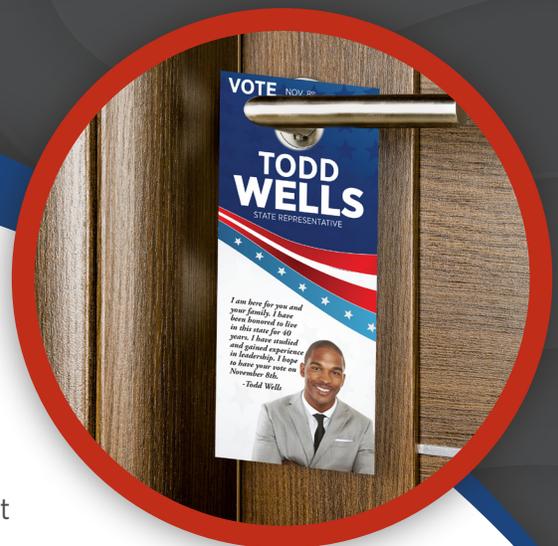# Political Campaigns

MAXIMIZE VISIBILITY

- Economical and durable, **yard signs** are essential for increasing name recognition
- Large outdoor **banners** ensure visibility from afar in high-traffic areas
- **Sail signs** capture attention with vibrant colors and dynamic movement

MARKETING ON THE MOVE

- Portable messaging tools such as **vehicle magnets**, **window decals**, and **bumper stickers** act as mini moving billboards, spreading your message on the go
- **A-frame sandwich boards**, with their built-in handles, are effortlessly portable and can easily be moved from place to place

MAXIMIZE IMPACT

- Custom **t-shirts** and **hats** identify volunteers and staff or can be gifted to supporters for word-of-mouth promotion
- **Buttons**, **stickers**, **balloons**, **tote bags**, **pens**, and **pencils** are cost-effective giveaways for parades and events, offering low cost per impression
- Water bottles with personalized **labels** are ideal for community events and volunteer appreciation

NEVER MISS A VOTER

Door hangers and **Post-it® Notes** are effective leave-behinds, especially for homes where no one is available. Include a friendly "Sorry I missed you" message or QR code directing recipients to a website for more information.

BOOST TEAM VISIBILITY

Ensure your staff and volunteers are easily recognizable as part of your campaign with **name badges**, **ID badges** and **labels**.

MAXIMIZE REACH

- **Post cards** are cost-effective and vital for reaching a broad voter base and making a lasting impact
- Use **rack cards** and **brochures** to convey your campaign message or offer updates on legislation and key projects
- Make giving easy with donation **forms** with QR codes and self-addressed **return envelopes**

CONNECT PERSONALLY

- A handwritten note on a personalized **note card** increases the impact of your message
- Use personal **stationery** to send hand-signed letters of appreciation to constituents and volunteers for their community impact
- A matching ensemble with a **business card**, **letterhead**, and **envelope** projects a professional image in all communications

ENHANCE THE ENVIRONMENTS

- Transform your campaign office and indoor events with **pennant banners**, **pillowcase displays**, and **retractable banner stands**
- Use **posters**, **table tents**, and window, wall, and floor **decals** for temporary or small-scale venues