

## **Tagmaster/Dard Products Case Study**

### **DP-280 Ribbon Bandz**

October is National Breast Cancer Awareness Month. During this time funds raised for the effort are always at their highest. Throughout the rest of the year, however, additional lengths must be taken to solicit donations for the imperative cause. A large New York chapter for a well-known organization was determined to raise the donation rate during the off-season campaigning months. Appealing to a prominent well-to-do list of business donors, they sent donation request packages to encourage fundraising during the spring months. In the package they included informational materials discussing current research and treatments for the debilitating disease along with a DVD highlighting events and efforts made throughout the year to raise funds. In addition they included a DP-280 Ribbon Bandz container with the organization's name and the words "Extending Awareness All Year Long" written on it. The extendable custom pink ribbon bandz were a familiar symbol in the fight against breast cancer, more eye-catching to the potential donor than any literature could be. The campaign efforts were well received, and the "off-season" donations were a remarkable twenty five percent higher than those of the previous National Breast Cancer Awareness Month.