

IDEAS: Elections & Campaigns

Theme-Based Items

Unique shapes and stock art & backgrounds make campaign messages memorable!

Some ideas to get you started: “Step Up” (#135), “Tackle Tough Issues” and “On your team” (#102/#9800-03), “No more fishy politics” (#100PCS), “bounce back” and “play hardball” (#10053PCS), “get a grip” (#RP), etc.



Event Handouts

Make sure constituents take your name home with them. Put your campaign graphics on inexpensive items people will use well beyond election day.



Beyond Bumper Stickers

Voters can campaign for you and show their support with items they use at work or at play.

Items that get used (and reused) everyday keep candidates' names in front of voters at work, at the gym, or anywhere they go.



Eco Issues

EcoCoolie 2.0™ Material contains 85% post-consumer material (recycled P.E.T. plastic bottles)!

Environmental issues are part of many campaigns, and these items are a perfect fit.

Reusable drinkware containers reduce waste, and promote eco-responsibility.



Objective #135: Candidate wanted a promotion to reinforce platform.

Solution: Handed out Boot Coolies at a rally to get the message out, “Stomp out High Taxes”.

Result: Candidate is known for campaigning for lower taxes.



Objective #268-01: Need a gift for “Get out the Vote” volunteers.

Solution: Golf ditty bags (available on our web site) were passed out to volunteers so they had a place for ID's, and other small personal items as they canvassed the neighborhoods asking people to vote.

Result: Very useful and popular with the volunteers.



Objective #378-02: Local Party wanted to sign up new votes.

Solution: Set up a booth at the local college during registration week. Passed out bike bottles to anyone registering to vote for the first time.

Result: Was considered a big success. Able to speak with new voters about party affiliation, and signed up a record number of new voters.



Objective #0549: Show confidence of outcome in tight race for Governor.

Solution: Volunteers went door to door passing out Mobile Accessory Holder with the logo, “Smith....just call him GOV” on one side, and “I ♥ Smith” on the back.

Result: In conjunction with a media blitz “Just call him Gov” caught on and gave candidate a boost at the polls.



Objective #100ECO: To increase fund raising efforts for the incumbent mayor.

Solution: An EcoCoolie™ and a letter were mailed to every voter registered in the candidate's party in the city. “I used to be a plastic bottle....reuse, recycle” on one side, on the other “Mayor Jackson, even better the second time around”.

Result: Donations were up, some constituents even called to find out where they could get more. Also a very positive, environmentally-friendly promotion to be associated with the campaign.