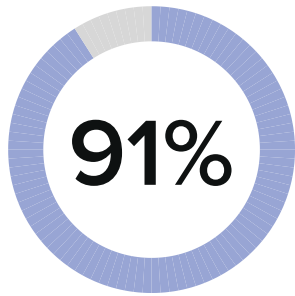


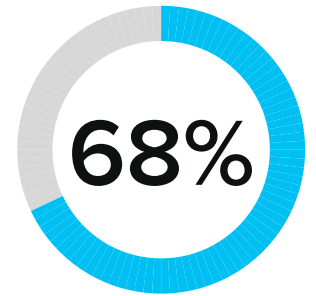
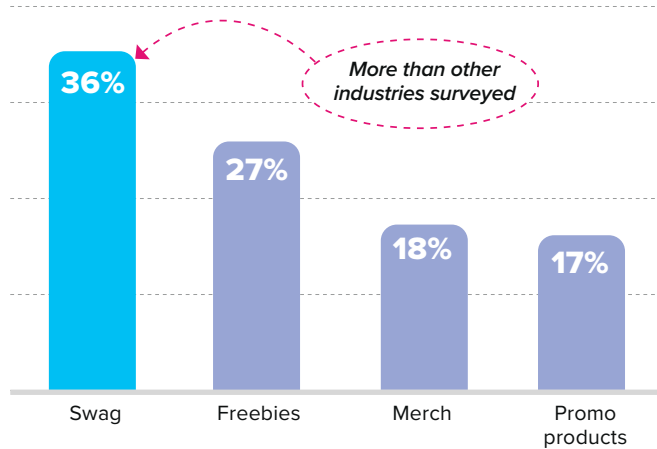
Nonprofit

ASI Research surveyed promotional products end-buyers working in five top industries throughout the United States. Here are the key findings for the nonprofit sector.



91% of nonprofit end-buyers view promotional products and apparel as an effective medium for improving brand awareness.

Preferred Term Used by Nonprofit End-Buyers



68% of nonprofit end-buyers would have a more positive view of an advertiser if they received brand name promotional apparel from them.

Favorite Promo Items

Some of the best promotional products that nonprofit end-buyers have ever received include:



Soft-sided cooler bag



Bluetooth speaker



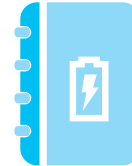
10-year anniversary coin



Glow-in-the-dark bracelets



Whoopee cushion

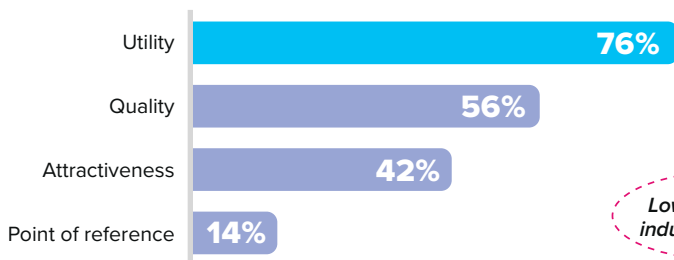


Padfolio with built-in charger

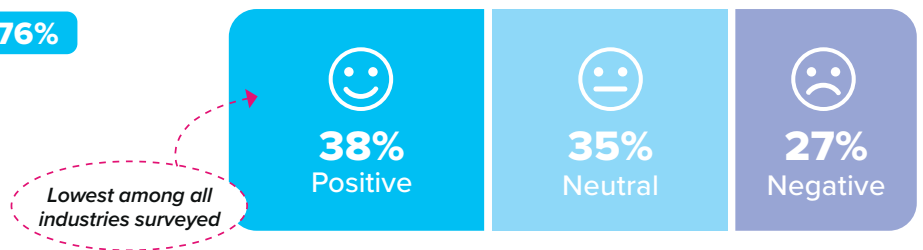


Fidget spinner

Why do nonprofit end-buyers keep promo items?



How do nonprofit end-buyers view artificial intelligence?



THREE-QUARTERS

of nonprofit end-buyers have purchased promo products or apparel from an e-commerce site.

Nonprofit end-buyers say it's important that the promo products they receive are...



Socially responsible

72%



Made in USA

70%



Environmentally friendly

68%

1 IN 5

nonprofit end-buyers believe AI will significantly affect their day-to-day lives during the next three years.