

IMPACT!



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President

Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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“Linking Companies to their Communities”



Corporate Gifts

Corporate Gift Giving

It's not too early to start thinking about Holiday gifts and how to say "thank you" to your customers and clients. A thoughtful gift shows your appreciation for their business and confidence in you. A thoughtful gift can also be a smart public relations strategy.

There are a wide variety of appropriate possibilities – monogrammed desk accessories, chocolate business cards, sports paraphernalia with logos and corporate names, organizational items for cars, offices, home — the list goes on.

Not all gifts have to be wrapped – think outside the box. You might consider giving:

- * A donation to a client's favorite charity;
- * Tickets to a sporting, social, or cultural event;
- * A membership to a non-profit organization or fitness center or day at a spa;
- * Gift certificate to a favorite restaurant;
- * Wine or other enjoyed food items; or
- * Books for enjoyment or professional development.

Remember: The purpose of giving a gift is to focus on the recipient and to thank them by showing your knowledge of what you know to be important to them. It shouldn't be a blatant public relations tactic.

What is an appropriate Gift?

Before you purchase anything, check your company policy as well as the gift recipient's company policy. Some companies have restrictions as to the type and/or value of gifts received/given by its employees.

Gifting Don'ts:

- * Cash is never appropriate.
- * Expensive gifts might be viewed as a bribe.
- * If a vendor or customer is also a friend, you might consider giving the gift in a more personal venue, not at their place of business.

Typically, you don't send a Holiday card to someone that you give a gift.

In lieu of personal gifts to all employees, you might consider a "shared gift". Who can resist a basket of cookies, fruit, or other edible goodies?

When receiving a gift: Remember - be gracious at the time you open the gift and then send a personal thank you note.

Contact IMPACT! today!

We will work with you to obtain and distribute interesting, fun, useful, and tasteful gifts your clients will be pleased to receive and that will fit your public relations budget!

Make an IMPACT! in 2007

**Make an IMPACT! with
"Customized Communications"**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
"Messages that Matter"**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity.

**Understand how to better
IMPACT! your customers**

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.