

# Is it possible to cost-consciously maintain brand integrity across multiple affiliations of your **volunteer and service** agency, while increasing volunteer recruits, retention and hours?

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Understanding the value proposition of your agency's brand to build program awareness nationally, maintain brand equity locally, and do more with less given reduced budgets and increased time constraints.

## **Your World. Your Gear.®**

Case Study : Volunteer and Service

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# Our AbilityOne Program Is Your OneStop Solution.

Your national volunteer and service agency needs promotional support at all levels to increase awareness, but how do you ensure the materials developed at agency headquarters are maintained at state and local levels? And does promoting a multi-dimensional agency come at the cost of forgoing the benefits of bulk purchase incentives?

We don't think so! National Service Gear provides customers with a truly customized AbilityOne Program unlike any other in that we assess your unique challenges to develop a tailor-made program specific to your agency's needs.

Our AbilityOne Program includes free, value-added services such as: easy program set-up, assistance with fundraising and customized brand creative support; website creation and hosting; product sourcing, fulfillment and distribution; and superior customer service and online ordering. In addition, when you do business with National Service Gear, you are supporting Industries for the Blind, Inc.-Milwaukee and its commitment to providing gainful employment and upward mobility for blind Americans.

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## **Making It Work:** Lessons learned from a volunteer and service agency program

Your volunteer and service agency already garners a significant amount of attention, but it can certainly benefit from all the public support and increased enthusiasm it can muster. Man-on-the-street efforts are essential to build positive momentum, recruit new volunteers, generate exposure for community-wide grants and gain public attention in an otherwise flooded marketplace. Critical to these awareness-building efforts are multi-lingual promotional items such as t-shirts and ball caps, pens and pencils, and badges and water bottles.

But budgets aren't bottomless and you're already strapped for time, so how do you get the support you need without spending a fortune and requiring a significant time investment? Your dilemma is much like the real-world example outlined below, so continue reading to get ideas on how National Service Gear can help you too.

## **Making Your World Our World Too**

A firsthand account of how one national volunteer and service organization increased program awareness and heightened brand perception by doing business with the AbilityOne Program offered through National Service Gear.

If numbers don't lie, then it's safe to assume that volunteering and service are essential part of American culture. According to 2010 data reported by the U.S. Bureau of Labor Statistics, "About 62.8 million people volunteered through or for an organization at least once between September 2009 and September 2010."

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Volunteerism and service is the overarching mission of the Corporation for National and Community Service (CNCS), a federal agency that places more than five million Americans in service positions through programs such as AmeriCorps, Senior Corps and Learn and Serve America.

Just as CNCS is a catalyst of change in that the organization supports and promotes the American ideals of citizenship, service and responsibility, their desire for an equally strategic marketing partner is what initially brought them to National Service Gear. Specifically, CNCS was looking for an “Agent of Change” to assist with strategic marketing improvements.

“CNCS is a big-thinking, multi-faceted federal agency and we were in need of a like-minded marketing partner,” explained David Premo, Special Assistant, Offices of Public Affairs and Corporate Relations at CNCS. “We found exactly what we were looking for with National Service Gear.”

In preparation for the CNCS contract, National Service Gear enlisted the help of marketing agency Epic Creative. Together, a comprehensive marketing plan was developed to further build and market the National Service Gear brand and overall program, as well as renovate the existing website to better reflect the brand and service philosophy of National Service Gear.

The completely revamped National Service Gear program included the introduction of new products, an updated and more user-friendly website, a reduction of overall product costs, and a reliable, single-source provider of branded agency uniforms and apparel. Most importantly, as a result of these efforts, National Service Gear simultaneously helped to build positive momentum for CNCS.

Premo detailed, “Not only did National Service Gear provide us with an online shopping mall experience, but they took it a step further and assisted with product expansion, agency promotion and the development of co-branded materials to build awareness.”

The National Service Gear program included co-branded marketing support coming in the form of advertising in publications, as well as joint efforts at national trade shows and conferences.

“By partnering with us to promote the mission of CNCS, National Service Gear helped us improve the customer experience. Volunteers are outfitted with branded apparel faster than before, resulting in happier members that are more likely to finish their service year and recommit to the program,” said Premo.

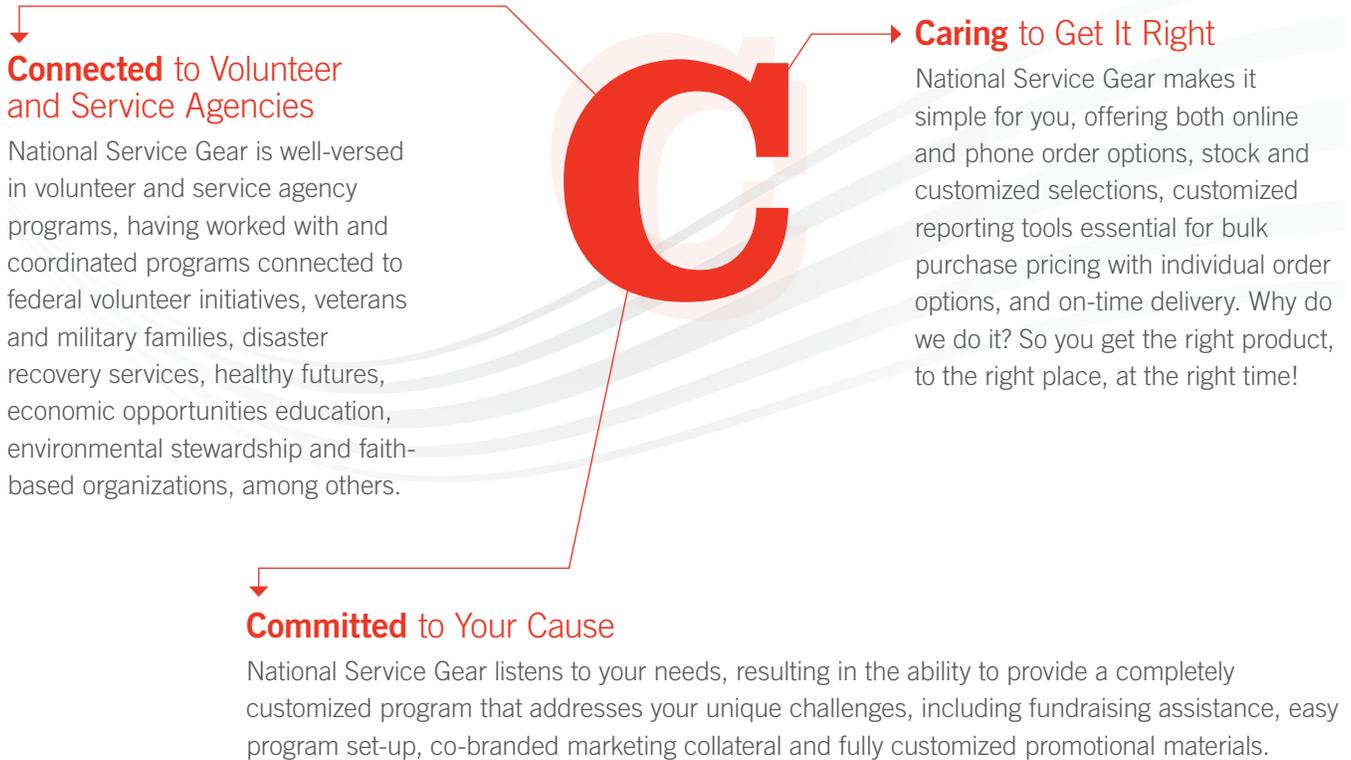
National Service Gear is the official provider of volunteer clothing, gear and promotional items to CNCS and its programs. Their commitment as a strategic partner has helped CNCS to increase program awareness and heighten brand perception. National Service Gear can share this same level of commitment with you by developing a customized marketing and promotional program that benefits your agency.



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## Our Three-C Philosophy That Guides Every Partnership



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**The Choice Is Yours.** National Service Gear is easy to do business with, especially when it comes to purchase preferences that meet your unique agency requirements. Here are some of the many ways to make purchases through National Service Gear:

AbilityOne Program

Impact Card

Purchase Order (with easy credit application)

GSA Schedule Direct Small Acquisition Purchase

Credit Card

PayPal





Established in 1952, Industries for the Blind, Inc.-Milwaukee provides employment opportunities for blind and visually impaired individuals and is fully committed to reducing the approximate 70% unemployment rate that affects blind Americans. More than half of its 225 employees are blind or visually impaired and the not-for-profit organization is constantly looking for ways to increase meaningful employment opportunities. For more information on IB Milwaukee, visit [ibmilw.com](http://ibmilw.com).

**LET US KNOW HOW WE CAN HELP CUSTOMIZE A SOLUTION FOR YOUR PROGRAM.**

For assistance with your volunteer or service agency program, visit [NationalServiceGear.org](http://NationalServiceGear.org) or contact Jay Applebaum at (414) 778-3319 or [Jay.Applebaum@NationalServiceGear.org](mailto:Jay.Applebaum@NationalServiceGear.org).



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*National Service Gear is operated by  
Industries for the Blind, Inc.-Milwaukee.*

