

Online Store Helps Non-Profit Citizen Schools Reach New Levels of Success

■ Challenge: Leverage an online store to increase visibility and brand impact

Citizen Schools comprise a national network of middle school apprenticeship programs that connect adult volunteers and youth through hands-on learning projects after school. The non-profit operates at 37 program sites throughout California, Massachusetts, New Jersey, New Mexico, North Carolina and Texas—with more sites on the way.

ePromos has worked with Citizen Schools since 2003; over the years our staff and theirs have developed a close business relationship. That's why, when the Citizen Schools marketing team set out to ramp up visibility with an aggressive branding campaign and a new online store, they turned to their ePromos account executive Lonni Ornstein.

■ Solution: fill the store with promotional products to please many stakeholders

Lonni helped the Citizen Schools' team get the store up and running, and filled with just the right selection of promotional products in categories geared toward different groups and purposes. Various sections of the store would offer:

- Outreach and appreciation gifts for volunteers and investors, including imprinted hats, picture frames, travel mugs, memo cubes and gift bags;
- Gifts and products to increase visibility on campus, including bumper stickers, polo shirts and folders; and
- Useful promotional products perfect for students, including pencils, notebooks, shirts and water bottles.

■ Result: Online store brings big increase in student and volunteer enrollment

The new online store had a major impact on name recognition and branding. Citizen Schools' investment in the online store has been attributed to helping raise student enrollment from 2,000 to 3,500—it has also been attributed to nearly doubling the volunteer base from 1,500 to 2,800. The Citizen Schools' team also expects that, as the store is introduced to more and more users, the apprenticeship program will continue to grow—and to touch the lives of more and more children nationwide.



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