

Case Study: Branded Gifts Build School Spirit among Distance Education Students; Open the Way to New Revenue Stream for Norwich University

- **Challenge:** How to build a sense of community and shared spirit among geographically dispersed groups

Leaders of distance education programs will tell you that online learners are more likely to complete their programs—and to become active alumni—when they feel as much a part of the college community as do their on-campus peers. And that's precisely why Norwich University, an established campus with a growing distance education program, turned to ePromos for branded, promotional gifts.

- **Solution:** Deliver high quality, branded merchandise through a quarterly gift program

It takes more than one gift to build any sense of lasting community, which is why we designed for Norwich a program that delivers quarterly gifts imprinted with the Norwich name and logo to all its distance learners. And these aren't any old gifts—each quarter, Norwich's distance students receive a distinctive yet useful item with a high perceived value, such as a travel mug, sweatshirt or backpack—the kinds of gifts that make students feel proud to belong to the Norwich family.

- **Result:** Popular gift program opens the door for a new online marketplace for university-branded merchandise

Today's distance learners at Norwich University are more likely to complete their programs, and to be more active as alumni as well. Administrative Director Kris Rowley tells us that the vast majority of surveyed distance education graduates want to contribute time and money to their alma mater. And even better, the gifts program led students to request more and more branded merchandise, which in turn led Norwich to engage our assistance in developing an online store that offers all logoed items to all students. Students and graduates proudly promote the Norwich name; Norwich earns additional revenue—another win-win made possible by ePromos!



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