



## Custom Printed Products



# Meetings and Events

Custom Printed Post-it® Notes offer creative way to spread kindness

## Challenge

Several churches in the Midwest joined together to put on a Women's Expo that would uplift and rejuvenate the women in their community. Organizers wanted to offer a gift that would provide both value and joy. After brainstorming with a local printer, they landed on creating pads of Custom Printed Post-it® Notes with inspirational messages on each note.

## Solution

Committee members each picked a Bible verse, quote or passage that carried special meaning to them. With help from a graphic designer, these were transformed into 10 unique designs that were printed repeatedly on each pad of notes. The finished Custom Printed Post-it® Notes were then placed in goodie bags for each person attending the Women's Expo.

## Results

When the goodie bags were distributed at the Expo, attendees were encouraged to place the

Custom Printed Post-it® Notes on car windows, bathroom mirrors, school lockers and even restroom doors in retail establishments. The notes would not damage the surface and were easily removed. If even one person later found encouragement reading one of the notes, the Women's Expo committee considered the low-cost, high-impact use of Custom Printed Post-it® Notes to be a success.

