



Giveaways and Gifts

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Three primary types of giveaways

- **General giveaways to get attention at public events, educate or incentivize behavior**
- **Giveaways to remind people of Pinellas County as a vacation destination (VSPC)**
- **Gifts for dignitaries and special guests**





Determining ROI for Giveaway Items

What's the return on investment?

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Background

Giveaways that promote specific county services, programs or educational messages may be a useful tool for getting attention and engagement from residents, especially at public events. The essential question to ask when spending public dollars on these items is whether they can be shown to directly support specific department objectives. This document provides guidelines for assessing the effectiveness of purchasing and distributing giveaway items.

Process

1. First, review this document when considering purchase of giveaway items and discuss with your Marketing & Communications liaison.
2. Second, if you determine the purchase is justified, complete the **Review Form** associated with the **Food, Beverage, Recruitment and Awards Related Expenses Policy**, both of which are linked from the Administrative Directives page on the [county Intranet](#). All purchases of giveaway items must be pre-approved by the respective department's Assistant County Administrator.

Guidelines

When considering the purchase of giveaway items, ask yourself these questions first:

- **Why do we need to purchase this specific item now?**
- **What specific goal or outcome will this giveaway item accomplish? Will this item...**
 - Provide a regular reminder to citizens about important information on which they need to act?
 - Make a specific behavior change easier to accomplish?
 - Gain citizen input/engagement on a critical issue that would otherwise be difficult to obtain?
- **How will we know one or more of the above outcomes has been met? Will you...**
 - Check back with recipients to see if they're using your giveaway item more than once?

**We have guidelines
for when and how we
will spend money on
giveaways for the
general public because
of the need to spend
tax dollars wisely.**

What do others give?



Hillsborough & Pasco Counties

Lapel pins, mugs, pins and tourism bags

What have we done in the past?

Gift bag with various items from Visit St. Pete-Clearwater

Key to the County

Glass business card holders



Key to the County

Previous key was custom designed. Original die was not kept by the vendor and would have to be recreated.



Less expensive options with standard metal designs are available.



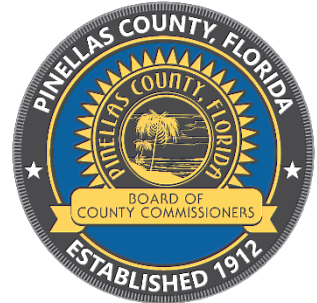
Challenge Coins

Another idea that has been proposed is a custom, collectable challenge coin.



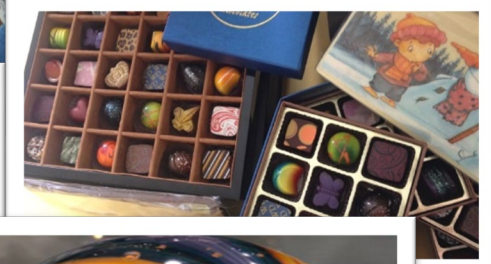
Challenge Coins

Some initial concepts are in progress



Other ideas

- **Blown glass from local studios**
- **Chocolate truffles from a local company**
- **Custom designed beach towels**
- **Locally made soaps or sponges from Tarpon Springs**
- **Local museum gift shop items**



Gifts for dignitaries and special guests



Costs

Keys to the County

Ranges from \$20-\$50 each depending on size, style and quantities.

Challenge coins

Ranges from \$3 to \$18 each depending on coin size and quantity.

Example: 100 2-inch, full-color coins is approx. \$430.

Other gifts

Vary widely