

CHARITABLE THOUGHT

Basic Tee Gets Fundraiser Off and Running

“I don’t really run,” says John Siracusa Jr., senior account representative at Proforma MOSA Enterprises (branch of asi/300094). But he didn’t let that stop him from signing up for a National Guard-sponsored 5K run/walk benefiting families of soldiers in the 2nd Battalion, 113th Infantry, who are fighting in Iraq.

Recharge Yourself With a Charitable Project

“This is probably the cheapest project I’ve ever worked on,” says John Siracusa, senior account representative at Proforma MOSA Enterprises, branch of (asi/300094) of the T-shirts he provided for a National Guard-sponsored 5K run/walk to benefit families of soldiers in Iraq. “But it’s the one that made me feel the best.”

Doing something to help others gave Siracusa a reason to feel positive during a time when the news was filled with a lot of negativity. “With the bad economy and things like that,” he says, “people are getting caught up with cutting costs and hearing negative comments from their customers. So it really felt great to be part of something that was above the economy.”

When he returned to work, he still felt re-energized by the project and better prepared to face everyday obstacles. “It starts a cycle of feeling good about yourself that will cause you to get more business,” he says. “We’ve been really busy afterwards, because I felt great.”

The event also introduced him to new people who are likely to turn to him for their own promotional wearables needs – which also should help business.

“My cousin is in Iraq,” he says. “This is his brigade. ... I was invited by his wife to join this through Facebook, so I responded right away and said, ‘Absolutely.’”

When Siracusa visited the event Web site, he discovered that the organizers needed imprinted T-shirts for the run. He contacted them and offered to help in any way he could. The group was planning to give tees to participants who paid a \$25 donation to enter, then to sell any garments that were left over.

“Cost was really important to them,” Siracusa says, “because they wanted to make as much money as they possibly could so it could go to the troops.” His rep at Bodek and Rhodes (asi/40788) helped him find a T-shirt on special. To reduce costs further, Siracusa advised his client to go with a white shirt instead of the black one they had envisioned. He then negotiated a special price with imprinter Visual Impressions Inc. of Milwaukee. In addition, he slashed his own margin on the order.

The day of the charitable run, it turned out to be 96 degrees outside – unexpected for April in New Jersey – and the shirts went over especially well. “People said that the shirt was perfect, because it was a hot day and it was a white

shirt,” Siracusa says. “It’s just a one-color shirt, so there’s nothing really exciting about it – but they did say that the quality of the imprint looked really good.”



John Siracusa and his wife Saori during the 5K run.



photos courtesy of Proforma MOSA Enterprises (branch of asi/300094)

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