**Medicare Outreach Idea of the Month**

**Using SHIP/MIPPA Swag for Outreach**

**May 2022**

The use of promotional products, also known as swag, is a popular marketing tool. These branded products can be given to clients and shared with consumers, agency employees and community partners to increase brand recognition, promote your agency and penetrate markets. The advertising power of swag is not limited to the recipient. Consider a woman carrying a branded tote bag to the grocery store. Your agency name is promoted to every person she passes who sees the tote bag.

The National Council on Aging (NCOA) has been collecting examples of SHIP/MIPPA-branded swag. The examples shown below include T-shirts created by the Great Lakes Inter Tribal Council (GLITC) as well other swag from the Arkansas SHIP. SHIP and MIPPA funds can be used to pay for promotional swag following grant guidelines. See citation excerpt below:

***OUTREACH ITEMS (or SWAG)***

*Outreach items are allowable so long as the items are applicable to the purpose of the grant, the cost*

*is reasonable, and the items are purchased with enough time to use them during the grant award period. The grantee must be able to provide this rationale. Examples of items that are tied to the grant program and are often reasonably priced, include but are not limited to: hand sanitizer, tote bags, pens, pencils, all-purpose clip, masks, magnets, magnifiers, letter openers, pill containers, or water bottles. All outreach items should include program information and the national program logo.*

**To view all the GWAAR Medicare Outreach and Assistance Resources, follow the link to our webpage:**

<https://gwaar.org/medicare-outreach-and-assistance-resources>

By the GWAAR Medicare Outreach Team

A person and person posing for a picture

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Description automatically generated\*Please note, items shown below were produced prior to the debut of the new national SHIP logo, and new products must include the national SHIP logo.

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