

Sustainable Freebies Guide

HENRY B. TIPPIE COLLEGE OF BU

Tippie Social Impact Community

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The Social Impact Community

Our Mission

The Social Impact Community (SIC) supports students who are passionate about promoting economic, environmental, and social sustainability.

How We Help



GUEST SPEAKERS

Assist student organizations with hosting guest speakers.



SERVICE PROJECTS

Facilitate opportunities for volunteering and service projects.



SUSTAINABLE EVENTS

Provide resources to hold events in a sustainable manner.



OPERATIONAL SUSTAINABILITY

Support sustainable projects related to the Tippie facilities and supplies



RESEARCH SUPPORT

Facilitate opportunities for volunteering and service projects.

Why Sustainable Freebies Matter

Sustainability

sus·tain·a·bil·i·ty

using resources in a way that ensures they are available for future generations.

Social

Responsibility

so·cial

re·spon·si·bil·i·ty

the ethical obligation of individuals and organizations to act in ways that benefit society and the environment.

Why Should I Care?

- Promotional materials play an essential role in engaging students and building brand awareness for Tippie.
- **67%** of Americans ***strongly agree*** that ***sustainability should be a priority*** when distributing promotional items.
- Save your money and the planet by choosing eco-friendly swag that aligns with Tippie's values and leaves a lasting impact!

What Students Want

We conducted a survey asking Tippie students what items they like receiving, and what they do with the items they do not want.

Spring 2025

Students Enjoy Receiving...

- candy or chocolate (53%)
- pens (66%)
- food (29%)
- themed stickers (30%)

Items to Avoid:

- lip balms
- stress balls
- sunglasses
- water bottles

Where Does Unwanted Swag End Up?

Students were asked to rank the following options where 1: done most often and 5: done the least

- 1 Items gather dust
- 2 Trash
- 3 Recycle
- 4 Reuse
- 5 Other

Students prefer practical or consumable items that serve a purpose.

Think: eatables and everyday essentials

Tips for Sustainable Freebies Decisions



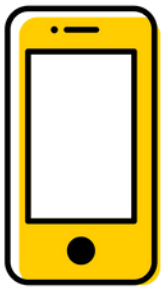
Let People Pick Their Swag

Personal choice reduces waste and increases satisfaction.



Avoid Pre-Made Bundles

Allows for customization and avoids unnecessary items.



Use QR Codes Instead of Printouts

Digital info is more sustainable, adaptable and harder to lose!



Select Eco-friendly Packaging

Use recyclable, compostable, or minimal packaging.

Suggestions for Sustainable Promotional Materials

Item Suggestions:

- Plant-based gifts
 - Seed packets
 - Plants
 - Grow kits
- Reusable items
 - Travel utensil kit
 - Silicone food storage bags
 - Tote bags

+ bonus if you leave space for people to paint, draw or add patches!
- Digital Alternatives
 - eBooks or audiobooks
 - Online course discounts
 - Gift cards
 - Donation in the recipient's name to an environmental cause
 - Vouchers for local experiences
- Locally sourced items

Our Favorites!

*** These items are not pre-approved by Tippie's Marketing Department and will need approval before purchasing!*

- promoleaf.com
- anypromo.com
- proimprint.com
- usfastprint.com
- everythingpromo.com

More Tips!

- Conduct preference surveys before ordering in bulk.
- Prioritize items with practical use and durability.
- Work with eco-conscious suppliers and vendors.

Contact the Social Impact Community

INSTAGRAM

@tippie.socialimpact

LINKEDIN

[Tippie Social Impact
Community \(UI\)](#)

EMAIL

tippie-socialimpact
@uiowa.edu

OUR OTHER GUIDES

Student Organization Sustainability

Resource Guide

[Service Project and Volunteering
Guide](#)