

These can include:



Lapel Buttons

Decals

Bumper Stickers

Greeting Cards

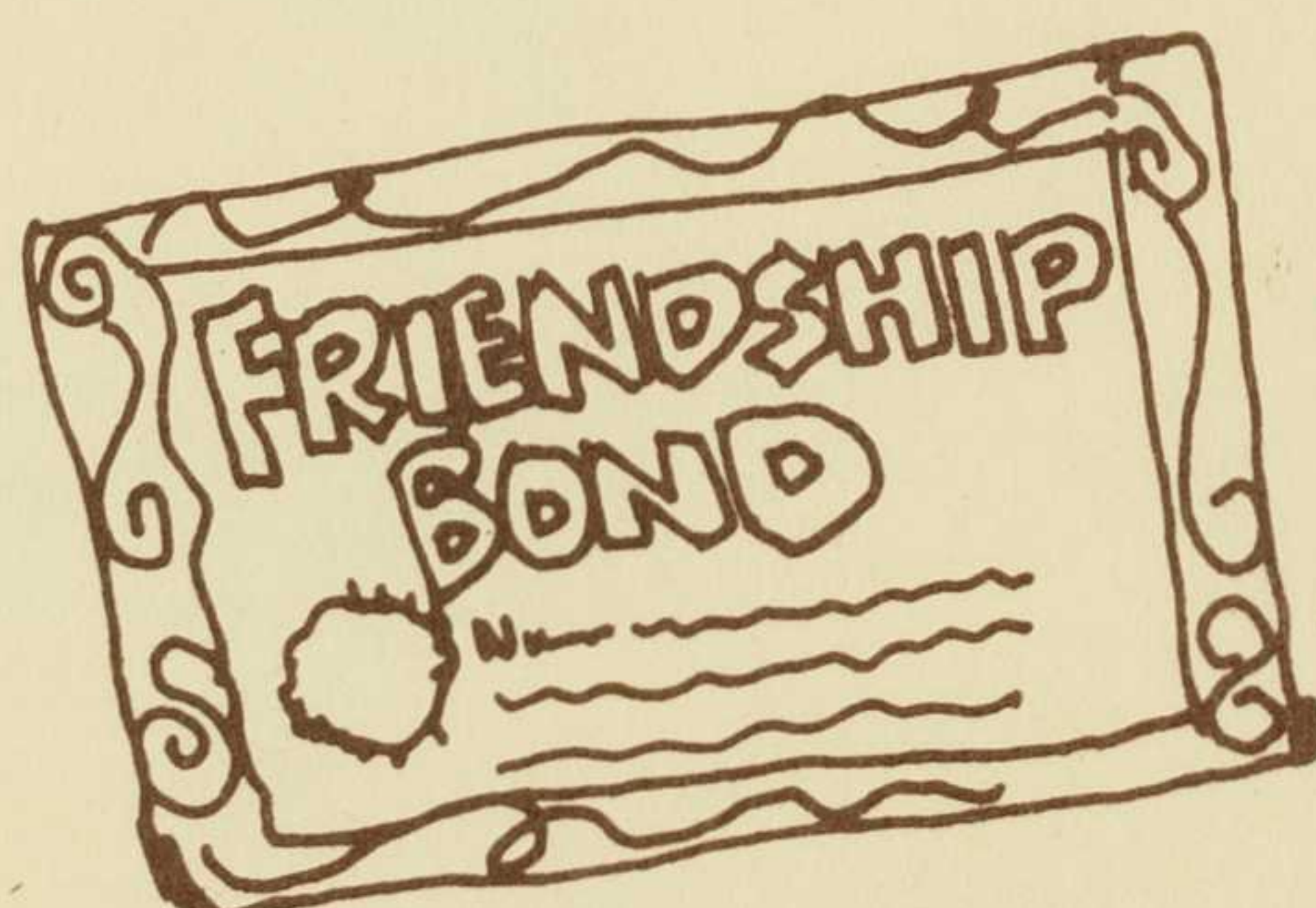
Calendars

Key Chains

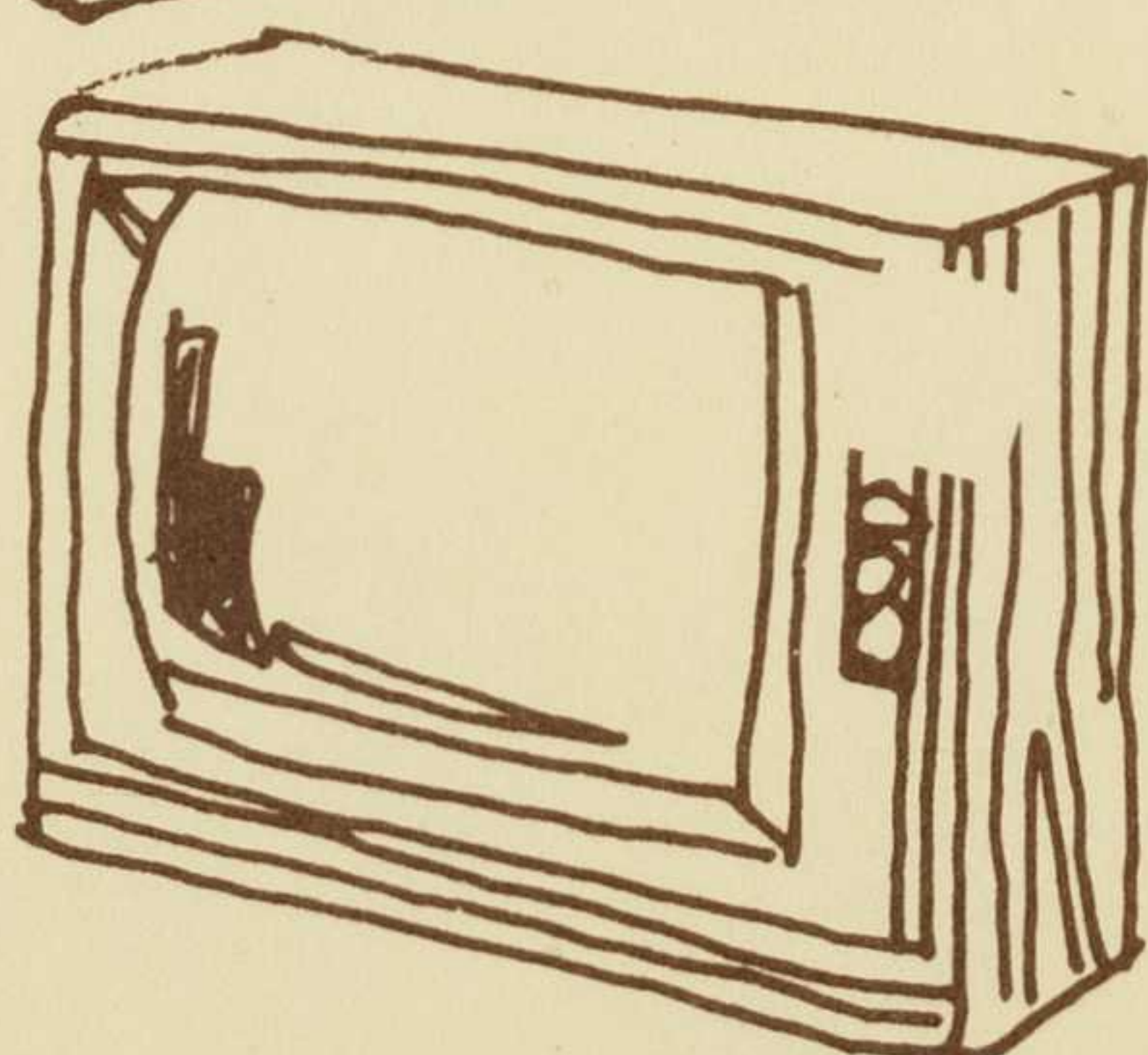
The widespread distribution of these Sister City reminders throughout your community serves the additional function of maintaining community awareness of the program. The design of the symbol in the form of a contest among art students or the whole population can give a further boost to your efforts in obtaining maximum involvement.

In some cities local student industries in the commercial or industrial arts high schools actually produce saleable items with the Sister City motto and design, which have included such things as ash trays and ceramic tiles, paperweights and other tokens. TAA's Washington office will help you with know-how and a list of contacts to get quantity fund raising items with your own design from manufacturers specializing in souvenir products.

Local merchants can also help you by donating low cost quantity promotion items such as ball point pens for sale, or they can:



- Supply services such as the printing of "Friendship Bonds", or "Sister City Certificates" that can be sold for fund raising purposes.



- Supply valuable goods and appliances in small quantities; for instance one item from each participating store that can be used as a prize in a raffle. If your volunteers sell a thousand raffle tickets for \$1.00 each for a donated color TV set, you are a thousand dollars ahead. Every participant has contributed something in a painless way.