



Lanyards

School Groups Are Using Lanyards to Raise Funds at Schools

Custom lanyards are an easy way for school groups to fundraise, enhance school pride and/or improve awareness of a particular cause. There is a constant need for money to fund student activities, and consequently a desire for a simple and effective way to do so. As school groups such as Parent Teacher Associations are looking for ways to raise funds, they are finding custom lanyards as an efficient way to achieve their objectives. Additionally, there may be a need to increase awareness of a particular issue or cause among the student body or community. Custom lanyards are the effective way to accomplish many of these goals and more.

Custom lanyards are a functional fashion accessory that is prized by students of all ages. They are great for holding keys, whistles, IDs, etc. Many students leave them hanging out of their pockets showing school pride, while others will hang them off their backpacks. No matter how they use the lanyards, students like them, want them, and use them.

Lanyards are inexpensive for schools to acquire when purchased in advance and from a competitive vendor. For instance, when ordering quantities of 200 or less, basic 5/8" imprinted text lanyards can be purchased for less than \$1.65 each including setup and free handling and shipping. A variety of attachment upgrades and additional widths are available for just pennies, making the lanyard exactly what you (and the students) want. Higher quantities have volume discounts, lowering the cost per unit.

One of the most popular lanyard types in scholastic environments is the woven lanyard. The 3/4" woven lanyard with the school name embroidered on it is always a big hit among both students and school stores. Lanyards make a great item to carry, because there is no need to stock multiple sizes and lanyards take up very little room. When ordered in quantities of 500, the price for a one-color woven lanyard is \$1.08 each including a lobster claw attachment, setup charges and free shipping and handling. \$1.08 each is the price delivered to you, with no additional charges.

Here is how the math works. Lanyards are typically one of the lowest-priced branded personal wear accessory items. School groups are successfully selling custom lanyards for \$5.00 each. A small school group selling 200 lanyards could earn as much as \$1000.00. Cost of 200 custom logos would be \$330.00. After the cost of the custom lanyards the school group would earn \$670.00.

With larger quantities the earning power accelerates. Selling 500 lanyards increases the profits while the cost decreases. A school group selling 500 lanyards could earn as much as \$2500.00. Cost of 500 woven lanyards would be \$540.00. After the cost of the custom lanyards the school group would earn \$1960.00.

For more information or to start raising funds for your school organization visit www.abclanyards.com or call 877.ABC.6545 today. You can achieve your fundraising objectives!



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