



THINK INTEGRATED

## CASE STUDY

### FOUR DIAMONDS

#### EXPANDING THE REACH

**CHALLENGE** | The mission of Four Diamonds is to conquer childhood cancer by providing support to families whose children are battling the disease. Mini-THON®s are hosted by schools across the state and are designed to foster awareness and create a sense of philanthropy among students. Funds raised at Mini-THON®s are eventually funneled to Penn State's main THON™ event.

The challenge Four Diamonds faced was how to make Mini-THON® materials more accessible to schools. These materials are designed to incentivize participants to raise maximum funds. Unfortunately, Four Diamonds didn't have the vehicle for schools to order materials needed for the various Mini-THON®s or the storage space to house the multitude of items. The number of participating schools grew quickly and outgrew Four Diamonds' staffing and storage capabilities.

**SOLUTION** | Graphtech's Promotional Products division sources all the items needed for Four Diamonds, ordering everything from light sticks to t-shirts. High quality items are selected while working within Four Diamonds' budget.

When Mini-THON® items arrive at Graphtech, they are inspected, inventoried and warehoused. Utilizing the customized Four Diamonds Online Storefront (OSF), schools place orders for the various Mini-THON® items. Four Diamonds approves the orders and also monitors inventory levels. When inventory levels run low, Four Diamonds is notified allowing them to replenish items as needed.

**RESULTS** | Four Diamonds now focuses on event logistics that raise funds for families whose children are battling cancer rather than battling fulfillment and warehousing concerns. Graphtech proposes promotional product ideas while working within the Four Diamonds budget; orders the logoed items; warehouses and inventories materials when they arrive; and fulfills and ships the orders placed by the participating Mini-THON® schools.

Graphtech is honored to play a role in the success of the Four Diamonds' program. We strive to make the ordering and fulfillment process as seamless as possible for the schools allowing the Four Diamonds staff to direct their energy into easing the burdens of children and their families.

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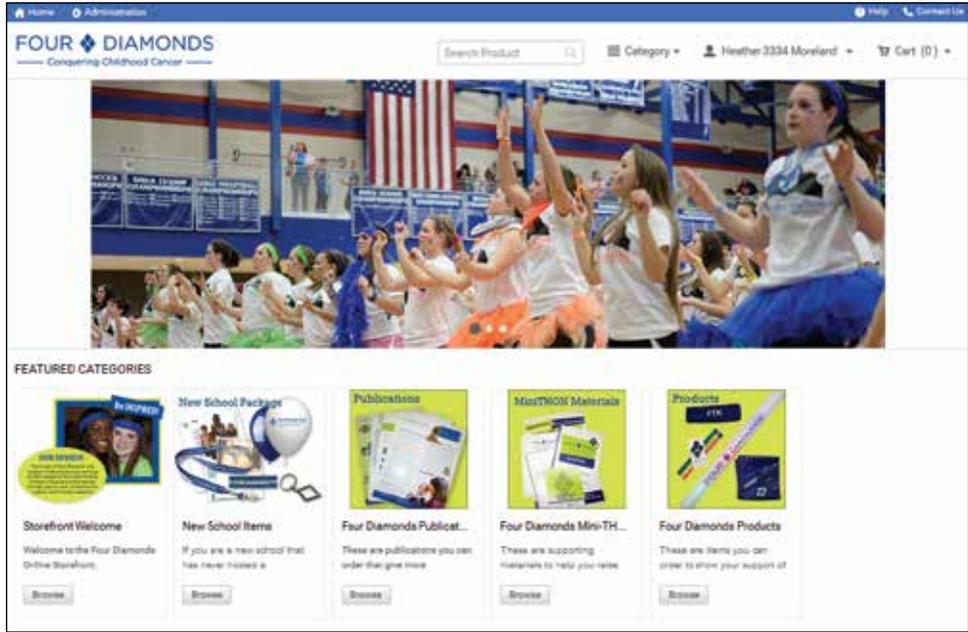
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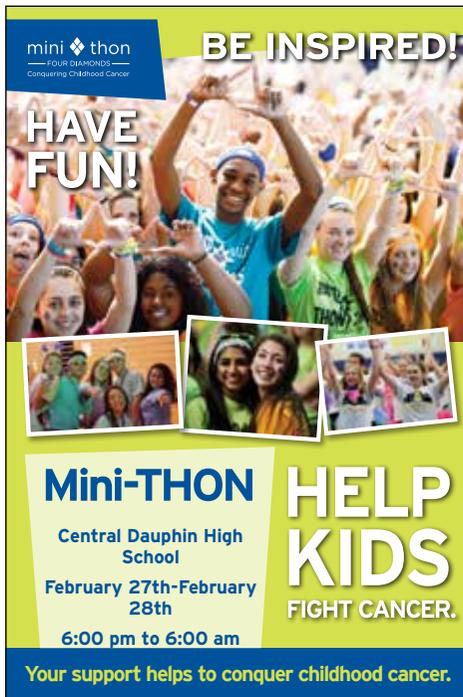
[thinkgraphtech.com](http://thinkgraphtech.com)



CASE STUDY : EXPANDING THE REACH  
FOUR DIAMONDS



online store front home page



Mini-THON® poster



Mini-THON® slim jim