

Hatswork Round-Up: February 28, 2019



In today's Round-Up, we're giving you four tips to help you select the right promotional product for your brand. We'll also look at how [social justice warriors](#) and [MLB players](#) alike are using the game and their platform to [bring awareness to those less fortunate](#). After all, baseball caps work, am I right?

Proforma

[Plan Ahead to Choose the Right Promotional Product](#)]

There are millions of products out there that you can put your logo on, but did you know the most popular items are **apparel**, writing instruments, [drinkware](#), bags, and [tech items](#)? It is your job as a small business owner to decide what is going to be the most effective promotional product for your brand. [But just so you know, one third of men wear their baseball cap at least once a week.](#) Following the four tips in this article will help you make that decision.

[Budget](#)]

- Objective

[Time Frame](#)]

- Shelf Life

WIVB

[MLB Players Bring attention to Derby Facility Baseball Caps with #NewEraHatsOff](#)]

Washington Nationals' Sean Doolittle and [Houston Astros'](#) Collin McHugh, both pitchers, tweeted their support for the workers at [New Era's](#) Derby, [New York](#) facility with the hashtag [#NewEraHatsOff](#) after the company announced its plans to close the plant in March.

?My wife and I lived with a woman whose family worked in that factory since its inception. She showed me hats from the [early years of MLB](#) and was so proud of her connection to the game,? said McHugh.

Most of the work that was done in Derby will now be [outsourced to a third party outside the United States.](#)

Promo Marketing

[Activists Give Out Thousands of Pro-Dreamers Promo Items to Congressional Baseball Game](#)]

A group of activists attended the Congressional Baseball Game with their own promotional products supporting Dreamers, undocumented immigrants who were brought to the United States as children. The LIBRE Initiative is a [non-profit](#) that works to empower the Hispanic community. They passed out [koozies](#) and foam fingers with sayings like, "Batter up, [Congress](#)! Dreamers are waiting,?" and "90% of Americans want Dreamers safe at home #whatarewewaitingfor.?"

Have you seen any baseball caps that promoted a [non-profit](#) or social movement? Tell us about it in the comments below. You can also follow us on [Instagram](#) and [Facebook](#) using the hashtag #hatswork.