

## Kurt Koehler, Gifts 'N Things

### What is your role at Gifts 'N Things?

President.

### How and when did you first hear about PTO Today for advertising?

John Williams at PTO Today contacted me to discuss our needs for expanding our visibility to PTO and PTA leaders.

### What were your advertising goals when you first started advertising with PTO Today?

We wanted to reach and connect with more schools that may have an interest in running our fundraising programs and holiday shop..

### How did the PTO Today advertising team partner with you to help you achieve those goals?

They listened to my objectives and worked within our budget to develop the most comprehensive program to maximize our exposure to this market.

### What PTO Today advertising vehicles do you use now? (PTO Today magazine, Expos, Card Deck, Online, Buyer's Guide)? What are the results?

We use PTO Today Magazine, the Card Deck and their EXPOS — all with solid results.

### In your opinion, how has advertising to PTO and PTA leaders through PTO Today helped you grow your business?

By using PTO Today we can regularly expect to be “top of mind” as these groups make decisions on services we offer.

[Click here](#) to learn more about advertising with PTO Today.