



HOW TO PROMOTE YOUR FABRILY CAMPAIGN

Welcome to the Fabrily promotions guide for campaigners! We've collected tips, tactics, and advice from some of our most successful campaigns and combined the promotional methods used by those campaigners into this short promotions guide just for you!

Below you'll find three effective, easy, and FREE ways to promote your Fabrily campaign: Twitter, Facebook, and Email. Continue reading below to find promotional tips with images and specific examples of how other campaigners used these social media tools to reach their selling goal and often surpass it!

If you'd like to find more promotional examples like the ones provided in this guide you can visit our [blog](#) and search under the "Promoting Your Campaign" section.

Now let's get started...first things first; **reserve an item from your campaign** – this will encourage others to support your campaign as well once they see other people purchasing items too!

FACEBOOK

Most of us have a Facebook account and check it daily – Facebook is a great way to promote your campaign and it's free! Here is a list of ways you can promote your campaign using Facebook:

1. **Update your photo and/or cover photo to feature the campaign** and always include the link to the Facebook campaign (if you need help creating promotional images for your campaign let us know!):



2. Make sure you post about your campaign on Facebook every 2-3 days
3. Include images and appropriate text about your campaign on both your personal page as well as your Facebook fan page (if you have one), use words like “Limited Edition”, “One time only”, “Official T-shirt/Hoodie”, “By request”, etc... to attract attention of your followers.
4. Make sure you Pin your post on your Facebook page so that it remains on the top and gets some attention. Instructions on how to pin a post can be found [here](#)
5. Make sure you Highlight your post for even further attention. Instructions on how to Highlight a post can be found [here](#).
6. **Ask your friends and followers to share your campaign** – this will boost the amount of people who see your campaign and can help increase sales.
7. Use paid promotion, by paying a small fee to Facebook, you will ensure that more and more people will see your post and the post will be higher up in their newsfeed and hence the likelihood of people purchasing your T-shirt will be higher.
8. Click [here](#) for more examples of ways to promote your campaign on your **personal Facebook profile**.
9. Click [here](#) for examples of promoting your campaign on your **Facebook fan page** or community page.

TWITTER

Twitter is a great tool for sharing your campaign – you can use hashtags and tag different twitter profiles to gain more exposure for your campaign page!

1. Tweet about your campaign daily
2. Tag **@fabrilytweets** in your tweets – we'll re-tweet you to help you gain more exposure
3. Include the hashtag **#FabTees** in your tweets (you can also include #boost4charity if you're raising funds for a non-profit)
4. Ask people to **re-tweet** your tweets, example: " Please RT and help me spread the word!"
5. Always include the campaign page link in your tweets
6. **Include images** of the shirts (from the campaign page) whenever possible

If you look to the right you'll see Vicki has tagged her friend asking them to re-tweet and share her campaign. Also notice the picture featuring the campaign link and she's included the hashtag #fabtees →



Vicki Burton @trek4care · May 17

@jamesbirchall97 Pls RT and share - help care for someone who desperately needs help at Marie Curie - #fabtees
pic.twitter.com/W4ZYncILpI

↩ Reply ↻ Retweet ★ Favorite

Flag media

AmyPoehlerSmartGirls @smrtgrls · May 1

You still have time to order your @smrtgrls shirt!! Funds help support camp scholarships 😊 bit.ly/1n0Dk02



← Amy Poehler's Smart Girls tweeted **daily** to remind followers to get their shirt before the campaign ended! Then also included a [bit.ly](http://bit.ly/1n0Dk02) link to their campaign in every tweet.

↩ 11 ★ 19 ...

EMAIL

Emailing is a great way to share your campaign directly with friends, family, and supporters. You can provide a bit more information about your campaign (i.e. how the proceeds will be used, why you're raising money for the cause, etc.) and make sure to include links and any other important information.

Here is an example of an email:

SUBJECT: I'm raising funds for XXX! Please help me spread the word!

Hi there,

I just wanted to let you know that I'm selling t-shirts to raise money for XXX. You can order your shirt here: Fabrily.com/your campaign.

Proceeds from this campaign will support XXX. This cause is very important to me and I would really appreciate your help in making this fundraiser a success – if you can't purchase a shirt then please make sure to forward this email or share my campaign page on your social media accounts.

Thanks so much for supporting my campaign!

***Have a nice day,
YOUR NAME***

If your group/organization has a newsletter make sure to include pictures and the campaign link when you send it out!

AFTER YOUR CAMPAIGN ENDS

Once your campaign ends and the orders from your campaign have been shipped off make sure to **ask supporters for photos** of them wearing their new items! These are great photos to share with your social media followers, use in your newsletters, and hold on to in case you want to run another campaign in the future.

You can also send these photos to kate@fabrily.com (social media manager) or tag us in the photo and we'll make sure they are shared on our social media accounts (so that your group/organization can gain extra exposure!).



Bikepsyche Photos

Like

Bikepsyche's Bikers

Updated on Friday

We have many Bikepsyche supporters around the world. You've been sending me your pics wearing our gear. You all look great! Send me your pics and I'll add them up.

Thanks for all your Continued support & also special thanks to the Fabrily crew!!

"Drop a Gear & Disappear Hoodies" Available @ <https://fabrily.com/GearHoodie2>



If you have any questions about promoting your campaign you can send us a message at support@fabrily.com or speak with the Fabrily team member who is helping you launch your campaign.