



Friendsgiving Campaign Template

Friendsgiving is the name given to a Thanksgiving celebration attended by a group of close friends. The basic idea is to get together with friends rather than family on Thanksgiving. It usually takes place the day before Thanksgiving, but it can be anytime that works best for the group of friends.

👍 Login to www.app.getroster.com/campaigns and complete steps one through five to create a new campaign.

Step 1	Campaign Details	
	Internal campaign name	• Friendsgiving campaign • Brand ambassador Friendsgiving campaign • Influencer & creator campaign for Friendsgiving
	Internal campaign description	Follow your internal naming protocol. Also, a way to share notes and insights for your team.
	Campaign duration	Date to start campaign _____ Campaign end date _____

**Step
2****Campaign Brief****Campaign title**

Friendsgiving 2022

Campaign overview

- Carve out time for friends – Friendsgiving checklist
- Food + Friends + [brand name or brand product] = A Happy Friendsgiving
- Sharing and caring Friendsgiving traditions
- Share favorite or unique Friendsgiving traditions
- Friendsgiving recipes
- Share your plate
- Favorite Friendsgiving traditions

Link to share*(Optional)*

Provide the link to your ambassadors so they can share your upcoming special holiday items and deals.

Discount code*(Optional)*

Add a shareable discount code for product specific discounts and/or specific for sales.

Campaign header image

To get the ambassadors in the holiday spirit, include an image of friends and/or a Thanksgiving meal.

Custom properties

Add any additional info you need to gather from your ambassadors.

Campaign activities

Stick to 1 or 2 activities and show examples.

- Best Friendsgiving party favor. Include an item from us [brand name]
- Take and share pictures of gift baskets Include an item from us [brand name]
- “10 commandments of Friendsgiving”
 - Share the house rules for your Friendsgiving
 - Share the must-haves, nevers, and the always

	● Post Friendsgiving brunch spot ● Post where you are spending Friendsgiving ● Capture your decorations and table setting and share on Instagram ● <i>“Share tips for hosting an unforgettable Friendsgivings”</i> on Instagram ○ Picking a theme ○ Menu must haves ○ Place settings ○ Decorations ○ Sign-up for dishes a decor ○ Activities and games ○ Playlist ● Share your sample menus on Instagram or TikTok ○ Prettiest charcuterie board ○ Appetizers ○ Don’t forget the amazing desserts ● <i>“Friendsgiving flops”</i> ○ Worst cooking mishaps ○ Funniest Friendsgiving fail ○ What are the things that wrong over the years ○ Friends who missed the event (for instance, got stuck in snow) ● <i>“Friendsgiving favorites”</i> ○ Share an Instagram Reel of your Friendsgiving table or plate ○ Share an Instagram Reel with a beloved Friendsgiving recipe ○ Create a TikTok with a Friendsgiving recipe ● Share an Instagram Story with your friends and why they are the best. ● <i>“Favorite Friendsgiving traditions”</i> ○ How you celebrate ○ Share silly friend stories ○ Share wholesome, happy memories ○ Funny things you do ○ Games you play ○ Games watch ○ Remembering your loved ones
Incentives	<i>Include a flashy reward or incentive to catch your ambassador’s attention.</i> ● Points

		• \$100 giveaway for one ambassador's Friendsgiving dinner • % off personal discount code for ambassador <u>and</u> their friend • Free product • Exclusive new release product • Chance to win an extra special reward • Merchandise to share with friends • Social media feature • Website feature
	Style guide	<i>Show examples using the mood board and style guide.</i> • "By opting into this campaign, you agree to post + upload the required deliverables before November __, 202__." • "Be sure to post and share your referral link as well! Stay tuned for future campaigns where codes will be available. Make sure to use this link from your profile in order for any sales to be attributed to you!" • Post specific requirements • Things you want ambassadors to include in their posts. • Be sure to include [<u>name of brand</u>] and words like "Friendsgiving" and "Thankful." • Include your personal referral link {**ensure they have this link} • Include the required hashtags: #_____ and #_____ • Post and upload the UGC by the November __, 2022 deadline. • Make sure they have your referral link by including it in your message. • Use the mandatory hashtags: #_____ and # • Share and publish content by November __, 2022. • Mention our company by name
	Campaign dos & don'ts	Another opportunity to guide your ambassador's posts and ensure you get the mentions and content you envision.
Step 3	Emails	
	Emails	Pick an email template and update the messaging to match your Friendsgiving campaign. For instance, pull your campaign subject lines into the email subject lines. Express gratitude for all your ambassadors throughout the year.

		Resources: Customize Automated Emails 10 Campaign Email Tips
Step 4	Campaign Participants	
	Campaign participants	Add the groups of people to include in the campaign.
Step 5	Review & Publish	
	Preview & publish	Ensure everything looks right. Click “<i>Publish Campaign</i>” Your Friendsgiving campaign is ready to go! 🍪🥰