



PWI

THE STICKER CAMPAIGN



One of the simplest and most effective ways to create brand recognition and inspire engagement with your organization is through a "sticker campaign". A sticker campaign can create engagement with your social media followers, spread your brand awareness, and can boost donations at very little cost or effort to your organization.



HERE'S HOW IT WORKS:

1. Get a few hundred (or even a few thousand) stickers printed with your logo or a cool design on them.
2. Distribute the stickers to your friends, family, and followers.
3. Tell your followers to put the sticker on something (like a notebook, water bottle, laptop, etc.), take a picture of it, tag your organization, and post it to social media using your hashtag before a specific date.
4. If you are looking to get donations and visibility, you can incentivize the campaign. For example, ask some of your regular sponsors to donate \$1 for every sticker picture that gets posted on social media (make sure your followers are aware to build motivation). Or, you could send a prize (like a t-shirt or water bottle) to a few randomly selected followers who tagged you.





THE RESULT?

The Sticker Campaign is a fun, inexpensive approach to get your name and brand in front of thousands of new supporters.



Want to learn more about Project World Impact?

WWW.PROJECTWORLDIMPACT.COM

PROJECTWORLDIMPACT

PROJECTWORLDIMPACT