

SMASH+TESS RAISE WITH ROMPERS

SOCIAL PLAN
FUNDRAISING JUST GOT COMFORTABLE



PROPOSED MARKETING SCHEDULE

DAY BEFORE LAUNCH

PREVIEW POST

POST A CAROUSEL OF PHOTOS
USE THE CAPTION TO EXPLAIN WHAT RAISE WITH ROMPERS IS
INCLUDE INFORMATION ABOUT WHAT YOU'RE FUNDRAISING
FOR AND THE DATES OF THE FUNDRAISER.

LAUNCH DAY

LAUNCH REEL

ANNOUCEMENT REEL
CHOOSE A TRENDING AUDIO TO PAIR WITH THE LAUNCH REEL
COPY AND PASTE THE PROPOSED CAPTION AND INCLUDE SOME
INFORMATION ABOUT THE CAUSE YOU'RE FUNDRAISING FOR!

DAY AFTER LAUNCH

REPULSE POST

DID YOU HEAR?
POST A CAROUSEL OF PHOTOS WITH A CAPTION EXPLAINING WHAT
RAISE WITH ROMPERS IS AND WHAT YOU'RE FUNDRAISING FOR.

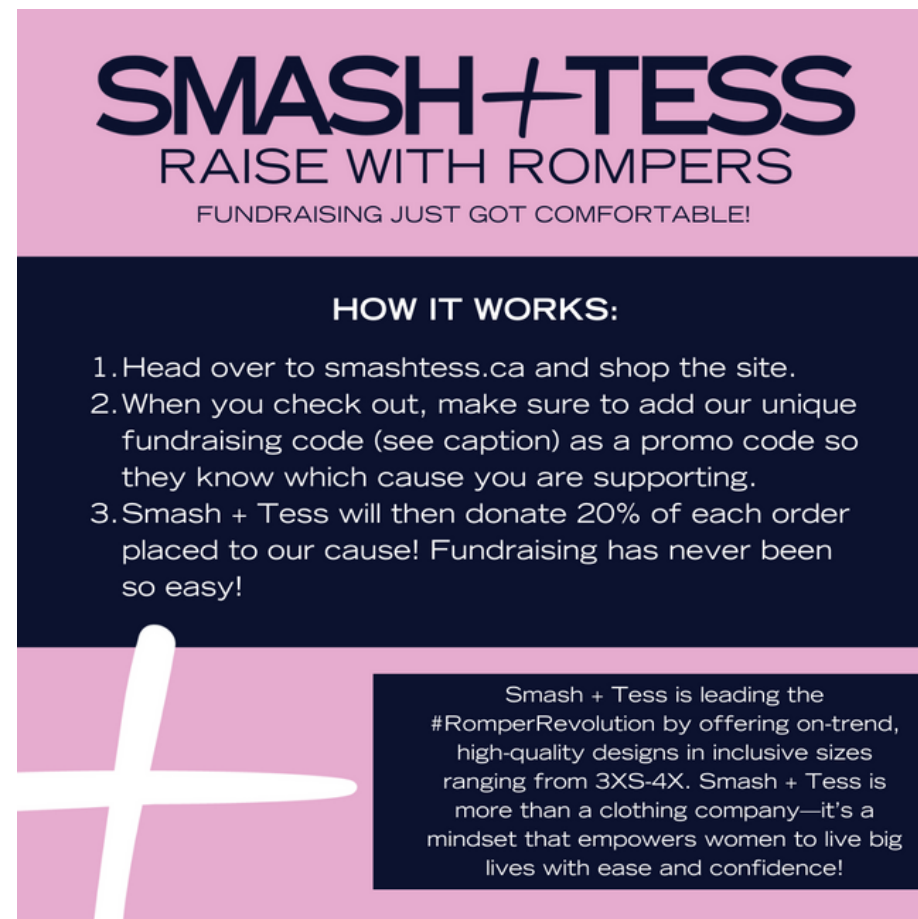
PREVIEW POST

DAY BEFORE LAUNCH

Caption: Exciting announcement! As a fundraiser for [insert cause here] we are working with Smash + Tess, a women-run clothing company. They have the cutest clothes for the entire fam. Whether you're shopping for yourself, your partner or a matching moment for your mini's, Smash + Tess has something for everyone! We figured this was a little more fun than collecting empties from your neighbours. ;)

The fundraiser launches [date and time] and here's how it works:

- Head over to smashtess.com and shop the site.
- When you check out, make sure to add [insert unique code here] as a promo code so they know which cause you are supporting.
- Smash + Tess will then donate 20% of each order placed to {insert cause here}. Fundraising has never been so easy!



LAUNCH POST

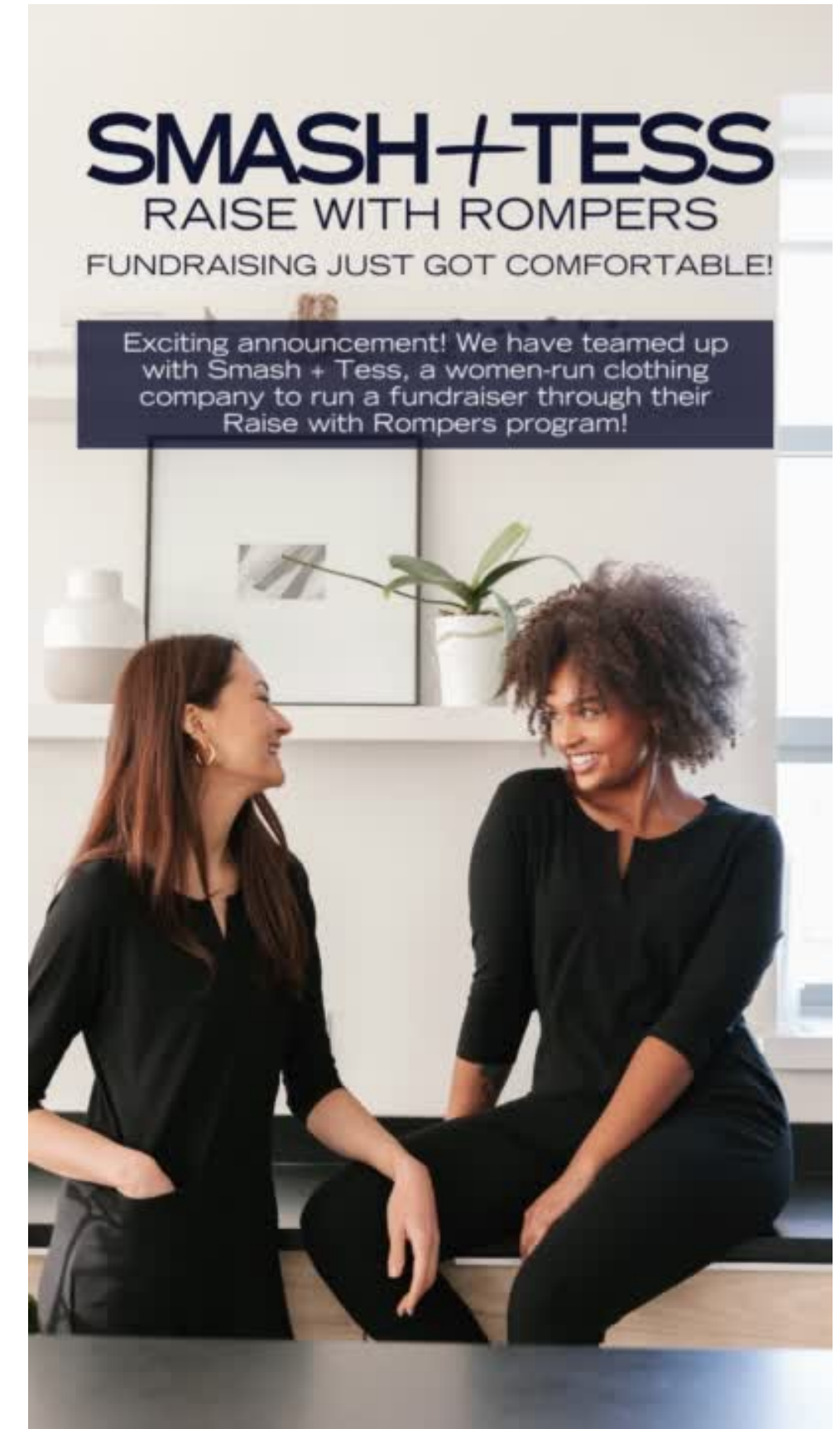
LAUNCH DAY

Caption: Today is the day! We have teamed up with Smash + Tess, a women-run clothing company to raise money for [insert cause here]. Long gone are the days where you have to convince your family and friends to purchase chocolate or wreaths to support your fundraisers. Now all you have to do is introduce them to Smash + Tess! They have options for you, your partner and your mini-me's - comfy and cute fits for the whole fam! Fundraising has never been so comfortable.

Here's how it works:

- Head over to smashtess.com and shop the site.
- When you check out, make sure to add [insert unique code here] as a promo code so they know which cause you are supporting.
- Smash + Tess will then donate 20% of each order placed to {insert cause here}.

Happy Fundraising!



DID YOU HEAR? POST

DAY AFTER LAUNCH

Caption: Did you hear? Yesterday we launched our Raise with Rompers fundraiser. We have teamed up with Smash + Tess to raise money for [insert cause here]. With every purchase that uses [insert your unique fundraising code] Smash + Tess will donate 20% to our fundraiser! The fundraiser is open until [insert date here]!


Swipe to the last slide for more details.



SMASH+TESS
RAISE WITH ROMPERS
FUNDRAISING JUST GOT COMFORTABLE!

HOW IT WORKS:

1. Head over to smashtess.ca and shop the site.
2. When you check out, make sure to add our unique fundraising code (see caption) as a promo code so they know which cause you are supporting.
3. Smash + Tess will then donate 20% of each order placed to our cause! Fundraising has never been so easy!



Smash + Tess is leading the #RomperRevolution by offering on-trend, high-quality designs in inclusive sizes ranging from 3XS-4X. Smash + Tess is more than a clothing company—it's a mindset that empowers women to live big lives with ease and confidence!

EMAIL COPY

DAY OF LAUNCH

Subject line: We're fundraising with Smash + Tess!!

Hi there!

We have teamed up with Smash + Tess, a women-run clothing company to raise money for [insert cause here]. Smash + Tess is leading the #RomperRevolution with their commitment to quality, versatility, and life-changing comfort for every body.

From [start date] to [end date], a percentage of your purchase will be donated back to our fundraiser!

Here's how it works:

- Head over to smashtess.com and shop the site.
- At checkout, use [insert unique code here] as the promo code so they know you're supporting our fundraiser.
- Enjoy life-changing comfort for years to come!

[Optional - explain how this fundraiser will help your organization here]

Thank you so much for supporting [insert cause here] — we know you're going to love your Smash + Tess pieces.