



12 Days of Christmas Giveaway

Shared by Hannah LeFevre



Hannah's Initial Post in her Customer Facebook Group

The 12 Days of Christmas GIVEAWAY!

Christmas is coming early for all my L'BRI customers!

From now through December 15th I will be giving away over \$_____ in prizes. I will post a new giveaway every couple of days with details on how you can enter the drawing, so you'll want to check in often. The first giveaway will be announced on November ____ !

The GRAND PRIZE winner will receive the Ultimate Spa Collection valued at \$140.85 which pampers you from head to toe! It includes our new Soothing Bath Soak, ever-popular Intense Body Butter and Body Wash, Rejuvenating Foot Cream and our amazing Hair Repair Masque plus a bath pouf, foot file and deep scrub mitt.

The GRAND PRIZE winner will be determined by a point system. Here's how you earn points:

- ★ 1 point for every dollar you spend now through December 14th. (L'BRI Credit doesn't count.)
- ★ 2 points for LIKING any 12 Days of Christmas Giveaway posts
- ★ 4 points for COMMENTING on any Christmas Giveaway posts
- ★ 70 points for hosting a L'BRI party (home, Facebook or catalog)
- ★ 30 points for asking me about the L'BRI income opportunity as a Consultant
- ★ 10 points for referring a friend to L'BRI

How Hannah did the 12 Drawings During the Giveaway

- ★ Went LIVE in her customer group and always had a cool and different background.
- ★ Announced the winner from the previous giveaway.
- ★ Highlighted the products that would be in the next drawing. Asked customers who use them to post comments.
- ★ Announced the way to enter each drawing. For each drawing, customers needed to reply to a question comment to enter. Here are some examples: What is your favorite Christmas song? Are you a Christmas elf or grinch? What is your most treasured Christmas tradition or recipe? If you had an extra \$500 to spend on Christmas, what would you do?
- ★ When customers commented, Hannah placed their name on a numbered list in the order they commented.
- ★ Based on the number of customers who commented on the post, she decided how she would draw the winner's name. (You can simply make a slip with their name on it, but Hannah used clever and fun ways to identify the winner and included her daughter who wore a different costume each time. One time she placed numbers on the back of colorful autumn leaves attached to a window and her daughter selected the number. Another time she placed numbers under pieces of chocolate in a candy box and her daughter picked up her favorite candy to reveal the winner whose name corresponded on the numbered list.)
- ★ Mentioned Product Special and Host Bonus for November and December.
- ★ Reviewed points for Grand Prize giveaway each time.

In Between Drawings

- ★ Posted an image of the next giveaway collection and offered gift-giving ideas for it.
- ★ Posted instructions on how to enter the next drawing – what question to answer.
- ★ Invited customers to tag friends who are not currently using L'BRI.
- ★ Asked winners to share what they like about the product they won and suggested they post their comments on their profile and in the VIP Customer group.
- ★ Posted reminders a day before the next drawing.
- ★ If a customer placed a big product order, Hannah suggested they start a party.

Have fun creating your own
12 Days of Christmas Giveaway!

