

Tactic how-to: The free sticker tactic



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1.

Introduction: What is it

The 'free sticker tactic' is an increasingly successful fundraising and public relations tactic that has been deployed by progressives around the world. We have seen examples in the USA, Czech Republic, Ireland, Canada, Poland and Hungary.

The tactic begins with a simple ask to supporters 'Would you like our new stickers?', followed with a form to enter their mailing address and, upon completion 'a thank you page' and email asking supporters to pitch it a few euros so more stickers can be printed and sent to even more supporters.

The free sticker tactic has three purposes:

- Fundraising
- Brand building
- Supporter growth

This tactic is best suited for civil society, political parties and trade unions (of all sizes!) with the necessary pre-requirements mentioned below.

What you need before launching the free sticker tactic:

- A CRM & email tool to manage the form and email communications.
- A trusted printer & distributor who can print and distribute the stickers reliably and at a good price.
- Supporters: This tactic works best with both an email list and strong engagement on social media/messaging apps. The tactic is possible with just one but having both ensures both growth (social media) and fundraising (email).
- A compelling sticker design that is very 'cool' and/or offers a timely reaction to a political moment.



2.

How to deploy the free sticker tactic

Step 1: Make a plan

Prepare a timeline from when you will launch the tactic until when you will close orders for the stickers. Before launching, it's critical to confirm what printer & distributor you will use and obtain cost estimates for different scenarios (if 500/1000/5000) on how many orders you receive.

Step 2: Design the stickers

This is important and will be a big factor in how well the tactic performs. No one wants an ugly sticker on their water bottle/phone/laptop. It's important that your stickers are visually appealing and have great slogans that people want to show off.

Step 3: Monitor the data (2-48hrs post launch)

At this point you need to assess the initial performance and calculate how many stickers you might need to print and deliver with the distributor. You should also monitor the cost per sticker and check that against donations to ensure both streams are in balance. The more stickers ordered, the lower the costs will become, this is why knowing the estimates for scenarios is important to have before launching. This way you can determine how much you are likely to fundraise (minus costs) over the entire campaign.

Step 4: Share the tactic everywhere (week 1-2)

Share your sticker tactic (again) across all of your channels including email, social media, messaging apps etc. Ask your volunteers to share it with their friends and any like-minded influencers or allies to also share the graphics and form on their channels.

Step 5: Last push & distribution (week 3)

Share a final reminder to your supporters via email and all other channels that its the last opportunity to order their free stickers.

Step 6: Send the stickers! (week 4)

Close the final order with the printer and distributor.

Step 7: Follow up and amplification (week 6)

Once stickers start arriving to your supporters, ask your supporters to send in their photos and videos with the stickers that you can re-share on your social media channels. This is a great way to engage directly with supporters on social media.

3.

Tips

1. Make your stickers irresistible by collaborating with well-known designers.
2. This is a brand exercise, so make sure your stickers reflect your organization or party brand and aesthetic (unless you are doing a collab with a different designer).
3. Use a trusted distributor you have used before to save any headaches. Without a distributor, this is a very time consuming task that is impossible to scale in order to fundraise effectively.
4. Test the email first with a small segment of your list to better estimate how the tactic will perform.
5. Try it as part of a regular giving ask. For example, become a regular donor and get a free sticker pack.
6. Not just stickers! You can do this tactic with other merchandise in a similar price range, for example: posters, hats, pins, etc. Just be sure to calculate costs and estimates of orders beforehand.

4.

Example: Konsent, Czech Republic

Konsent is a Czech NGO dedicated to providing sex education nationwide. In October 2025, the team launched a new campaign inspired by a fellow feminist NGO in the US. The tactic was a resounding success: sticker orders exceeded projections by ninefold, driving a large boost in donations and generating 700 new contacts for the organization.

Konsent deployed a free sticker tactic in late 2025 with the goals of:

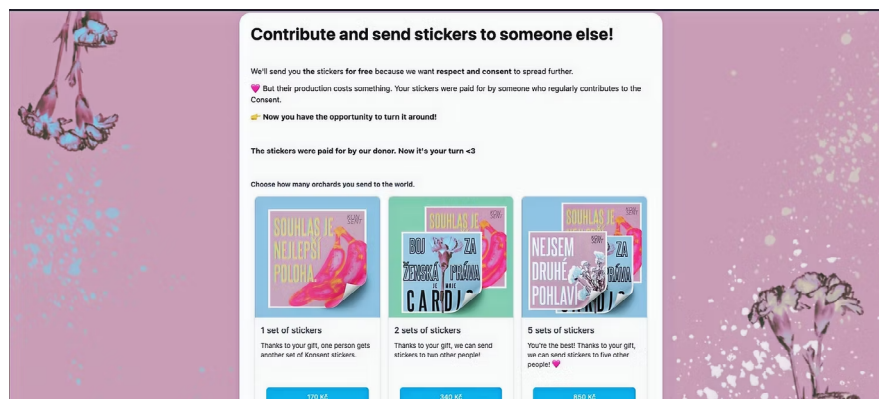
- Fundraising;
- Community engagement;
- Building the brand of Konsent.

The team designed a set of 12 stickers in-house. They are based on Czech feminist pop culture and use witty slogans aligned to Konsent's already popular style.



What they did

1. Konsent sent an email to their full list of supporters sharing the stickers and offering them a free pack.
2. Upon completing the order form (via an Action Network form), supporters are re-directed to a fundraising page (via Lunda) confirming their order and asking for a small donation so they can print and send more stickers further across the country.
3. An automatic email was also sent to everyone who completed the form encouraging them to pitch in.



Screenshot from the fundraising page. Translated from Czech using Google Translate.

- The tactic was also shared on their Instagram account on posts and reels to their 68,000 followers.
- After a few weeks, a final call was shared with supporters to order their stickers.

Holly,

great news - we have decided to add another 200 sets of Konsent stickers.

🍷 Take advantage of **the last chance** to apply for **free stickers** and show the world that *respect and consent are absolutely essential for you!* 🍷

If you haven't ordered your set yet, sign up by **the end of the week** and we'll send it directly to your home.

Just fill out a short form (be careful, you need to fill in the entire address) 💖



Example of last reminder email. Translated from Czech using Google Translate

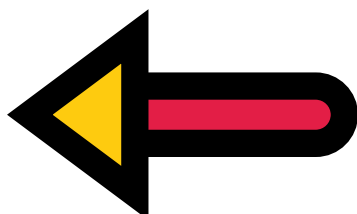
Results

- 2,300 supporters ordered sticker packs.
- 30% of those supporters donated.
- 30% were new supporters.

Tips from Konsent

- Don't let early nerves derail your plan! Konsent initially felt nervous as many orders began to come in with a lag of time before donations followed. It is natural to feel “day-one jitters” or even consider pulling the plug when things feel uncertain. Stay the course; it was one of their most successful fundraisers!
- For any undelivered stickers that are ‘returned to sender’, arrange a pick up at your office (if you have one) or in the case of Konsent, use a local community center where supporters can collect them.

If you need more support and guidance for your organization, party or union, reach out directly to us at info@centerfordigitalaction.eu



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