

How to Run a Social Media Giveaway

Holidays Edition

FARMHAND

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HOLIDAY EDITION

The holiday season is one of the best times of the year to connect with your community. People are thinking about food, family traditions, gifting, and the local producers they want to support. Engagement is naturally higher – and your farm is already part of the season's story.

A simple, festive giveaway can:

- spark joy and gratitude
- deepen community connection
- highlight your farm's values
- elevate fellow local producers
- keep your farm top-of-mind during the busiest time of year

This guide shows you how to run a Holiday Giveaway or Co-Giveaway anytime from late November through December.

Use it for Small Business Saturday, early December kickoffs, winter box celebrations, holiday gifting, or New Year's thank-you messages.



01 Pick a Local, Seasonal Prize

Choose something festive, useful, and rooted in your region. The best holiday giveaways highlight the products your community already loves — and the producers they should know about.

It doesn't have to cut into your margins. Use something you already grow or bundle with a partner's product.

A few low-cost/high-value examples:

- A winter abundance box
- Seasonal herb bundle + local honey
- Mushroom share + artisan bread
- Root crop box + handmade soaps
- Holiday breakfast basket (eggs + granola + coffee beans)
- CSA box + small-batch jam
- Pantry bundle (garlic, onions, seasonings, dried beans, etc.)
- U-Picks, farm tours, or farm dinner tickets



Thanksgiving Turkey Raffle

For more than five years, Shakefork Community Farm has run a Thanksgiving Turkey Giveaway.

They raffle off an 18-lb turkey from their own flock — a tradition her members look forward to every November.

The rules are simple: renew your CSA membership early for a chance to win.

The winner is announced on Instagram a few weeks before Thanksgiving pickup.

02 Choose a Local Partner (OPTIONAL BUT POWERFUL!)

A co-giveaway with a local artisan or food producer can double your reach and deepen community ties.

Look for partners who are local, share values around food/community, have an engaged local audience, and complement your farm offerings.

Great holiday-season partners include:

- Coffee roasters
- Chefs & Bakers
- Candle or soap makers
- Mushroom growers
- Honey or jam makers
- Cheesemakers
- Olive oil producers
- Fermenters
- Wineries, cideries, breweries
- Florists or winter wreath makers
- Local artists or makers



💡 **Trade, don't spend**

**One Farm box + one partner product =
a perfect holiday prize.**

03 Set the Rules

Holiday giveaways work best when the rules are simple, clear, and easy for members to follow. You don't need anything fancy — just a straightforward structure that tells people how to enter and when you'll announce the winner.

Set these three things:

- **Who's eligible:** This could be all current members, anyone who purchases a holiday item, or anyone who engages with your post. Example: "Anyone who comments on our Thanksgiving giveaway post is entered to win."
- **How do they enter?** Keep it easy—comment, share a story, tag a friend, or answer a simple prompt. Example: "Comment your favorite holiday dish to enter." The lower the effort, the higher the engagement!
- **Deadline + Winner Announcement:** Choose a date that lands just before a major holiday moment — Thanksgiving pickup week, early December for winter boxes, or the week before Christmas. Example: "Enter by Nov. 25. Winner announced on our Instagram stories Nov. 26."

04 Promote on Social

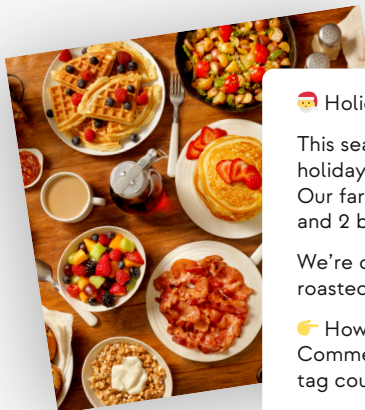
Holiday content performs incredibly well — cozy visuals and your local products thrive in feeds. Start with a festive, eye-catching image (the prize, a holiday scene, or your partner's product), then keep the caption simple: tell people what they can win and exactly how to enter.

You can run this two ways:

1. **Shop to Enter** - Every sign up or purchase in your Farm Store counts as an entry. Perfect for promoting holiday boxes, gifts, and pantry staples.
2. **Engage to Enter** - Ask followers to comment, tag, or answer a holiday prompt. Ideal for boosting reach and connecting with your community.

Below are examples of both approaches so you can choose what fits your farm.

Example #1: Engage to Enter



🎁 Holiday Breakfast Giveaway!

This season, we've teamed up with a few of our favorite local producers to give away the ultimate local holiday breakfast:

Our farm potatoes, hash brown seasoning, and pork sausage — paired with a dozen @petespasturedeggs, and 2 bags of @localroasters coffee for the full morning spread. 🥞☕ (valued at \$100!+)

We're dreaming up a fresh frittata, crispy hash browns, fried eggs, sausage, and a hot cup of locally roasted coffee to sip on slow holiday mornings.

👉 How to WIN:

Comment your favorite holiday breakfast recipe and tag who you're cooking with — every comment + tag counts as an entry.

Winner will be selected at random and announced on December 20 in our stories.

P.S. More holiday gifts and pantry favorites are live in the shop — link in profile. 🎁

Example #2: Shop to Enter

🎁 Holiday Breakfast Giveaway — Shop to Enter!

Order anything from our Farm Store between now and Dec 19 and you're in the running to win the ultimate local holiday breakfast including goodies from @petespasturedeggs and 🥞☕ @localroasters coffee (valued at \$100!+)

How to enter:

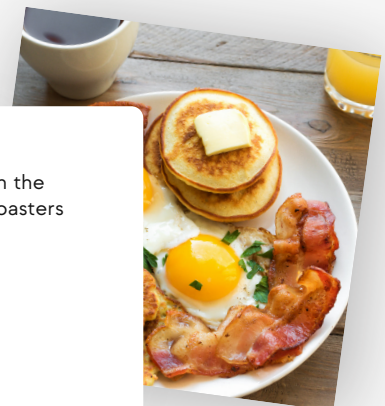
Place any Farm Store order before Dec 19.

Each order = 1 entry.

Winner gets our full holiday breakfast kit (potatoes, sausage, eggs, coffee + more).

Announced Dec 20 in our stories.

Shop link in profile. 🥞☕



05 Share Updates

Holiday giveaways move fast. People forget, get busy, and scroll past things — so don't rely on one post. A few well-timed nudges keep the momentum going without being annoying.

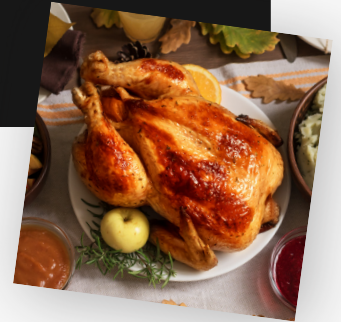
Post Midway Reminder

Share a second post or story 2–4 days after the launch.

💡 **Keep it short:** “Don't forget — our Holiday Giveaway closes {date}! Comment on the original post to enter.”

A simple photo or boomerang of the prize works great:

- A box being packed
- A turkey thawing
- A stack of pies or herb bundles



Instagram Stories don't need polish. Just keep your farm top of mind.

- Tag your partner again (if you used one)
- Drive urgency with a countdown

Examples:

- “One more day until we pick the Thanksgiving winner!”
- “Holiday bundles are packed and ready...”
- “Winter giveaway countdown...”



06 Choose & Announce the Winner

Use an app like **Wask** to select a random winner (or **ask Farmhand** for help!) and share it to your stories. Thank everyone, and don't forget to tag your partner(s) and the winner!

Holiday Giveaway Checklist

- ☐ Pick your prize (solo or with a local partner)
- ☐ Set the rules (how to enter + deadline + winner date)
- ☐ Take one clear, festive photo
- ☐ Write your caption
- ☐ Post the giveaway on social and tag any partners
- ☐ Share at least one reminder Story
- ☐ Select and notify the winner
- ☐ Announce the winner on Stories
- ☐ Thank your community and partner(s)

Share Your Success!

We'd love to see how you make this model your own.

- Post your giveaway on social and tag us **@gofarmhand #gofarmhand**
- Or share your story with **@gofarmhand** so more farms can learn from you.



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