

PATREON



Special Offers

Handbook

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Special Offers

Hello and welcome to the Special Offers Handbook!

We're excited to help you take this step to jump-start your Patreon earnings and move closer to accomplishing your creative career goals. Our experience and data have taught us that when creators run a Special Offer, they boost fan engagement, up their earnings, and hit higher goals. This will be your go-to guide while you're setting up, running, promoting, and wrapping up your Special Offers campaign.



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What the heck is a Special Offer?

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What the heck is a Special Offer?

A [Special Offer](#) is a limited-time benefit that you give to new patrons in return for signing up, and/or to existing patrons who upgrade, during a specific period of time. Time limits add a sense of urgency that helps fans convert to patrons and encourages existing patrons to bump up their patronage. What you choose as your Special Offer is entirely up to you, but we've shared some suggestions here, and we'll point you to more resources to help you brainstorm.

Running a special offer takes some planning and effort, and we're here to help with:

- This Special Offers Handbook
- How-To Videos (linked throughout)

Now, let's dive in and get started building your Special Offers campaign!



Dream it!

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Step 1: Dream it!

SET YOUR TIMELINE

How long?

We recommend choosing a 3-week time period for your Special Offer. In the first week, you'll plan and prep the campaign. In the remaining two weeks, you'll run and promote your offer. During that time, you'll promote it more often than you might normally talk about your Patreon membership. Since the special thing is only available for a limited time, it gives you a reason to keep reminding your audience that the deadline is coming.

When?

Timing your Special Offer with an upcoming milestone (like an album release, book launch, Patreon Anniversary, etc) creates more excitement. If you don't have a specific milestone coming up, you can time your campaign with anything that resonates with your audience, like an annual convention, conference, or a holiday.



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Launch timing?

Launch your campaign on a day when your patrons will be paying attention. Do you usually release content on Tuesdays? Launch on Tuesday! Are your fans always online Wednesdays at 3pm? Launch away! You know what's right for you and your community — pick your ideal day of the week to launch — and put it on your calendar.





PRO TIP

Choose a time of day your fans are usually online, and host a quick livestream video announcing the campaign to get people all riled up!

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DECIDE WHAT TO OFFER

What you choose as your Special Offer is entirely up to you! It should be something that fits best for you and your fans — and it can be as lightweight or as time intensive as you want it to be. You may also want to ask your patrons what would be exciting for them. Click [here](#) to learn how to set up a poll for your patrons.

Things to consider:

- The most valuable benefits that motivate fans and patrons are things that cannot be bought outside of patronage.
- If you're offering a physical item, we recommend that you price the item at 3x your cost to fulfill. This way, you cover your time, production, and shipping and still have some earnings left!



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A few ideas:

- Merchandise: a sticker, pin, mug, limited-edition poster, signed copy of a book or piece of art, handwritten note, etc.
- Livestreams or a virtual concert
- Patron mentions in a book/album
- Special video, song, or graphic for these patrons
- Recognition at a live event

INSPIRATION & NEXT STEPS

Check out this blog post:

- [How to boost your income on Patreon with a Special Offer](#)

Decide what to offer:

- [Dream It! Timeline and Offers worksheet](#)



Plan & Prep

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Step 2: Plan & Prep

TOOLS FOR YOUR CAMPAIGN

See [this video](#) for some helpful tips!

Brainstorm your promotional campaign

- [Messaging and Marketing Levers worksheet](#)

Plan your pre-launch communication

- [Pre-launch Communication Plan worksheet](#)



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REVIEW YOUR DASHBOARD

There are a ton of great tools available to you that can help you be as successful as possible throughout this campaign. One of these is your Dashboard, where you can track analytics and patron engagement. Just in case you needed a refresher, here's [how to navigate through your dashboard](#). Click through to "Dashboard" and if you're logged in, you'll be directed straight to your internal Dashboard.

Our new feature, [Benefits](#), will help you easily keep track of which patron will receive your Special Offer. If you haven't tried using Benefits yet, you can learn more [here](#).

PREPARE TO SHARE YOUR SPECIAL OFFER

Now that you've decided what to offer, it's time to figure out how to promote it and bring new patrons onboard! Promotion is the most important part of your campaign. But don't worry, we'll walk you through it. See your [worksheet](#) to follow along!



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PRE-LAUNCH PROMOTION TASKS

In the week or so leading up to the launch, you'll want to re-engage your fans and remind them about your Patreon, and start prepping any promotional assets for the launch. During the pre-launch period, the goal is to increase general awareness of your Patreon page and what your current membership program offers. Here are some ideas of how to increase awareness:

- Re-introduce your Patreon membership across your channels: via social media posts. In your creative content (Livestreams, Videos, Podcasts)
- Share the "Top 3 reasons to become a patron"
- Share a teaser post on socials (a public post that would normally be patron-only)
- Discuss your goals with your community and explain how Patreon will help you achieve them
- Feature a patron or a quote from a patron that has made an impact in your life Hint at an important announcement you have coming up!



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Start prepping your marketing plan for your Special Offer launch!

- Design a temporary campaign image for your social media banners (we recommend using [Canva](#) to make these if you're not a designer)
- Fill out the [My Marketing Plan worksheet](#) to map out exactly what you'll be doing and when

MESSAGING TIPS

While you want to convert fans into new patrons with a special offer campaign, you also want to try to frame it in a way that rewards existing patrons for their loyalty. For example, you might want to say, "As a thank you to all of my first-year patrons, I want to..." Also, the focus should be on the special thing you're offering first and foremost, and the deadline and sense of urgency should be secondary.



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Use phrases like these:

- I want to offer this new benefit to thank all of my patrons, no matter how long you've been with me...
- All patrons who are pledging [amount] as of [date] will be eligible... There are only 5 days left to...
- I've been waiting for the right moment to share something special... I'm excited to try something new...
- Before I release my new book/album/song, I wanted to offer something special/try something different...
- Thank you patrons! Here's what's next...

Avoid phrases like these:

- New patrons who pledge before [date] will get [x]!
- I'm trying to boost my earnings on Patreon...
- Help me make more money!
- Hurry up or you'll miss out!



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INSPIRATION AND NEXT STEPS

1. Check out the [blog](#).
2. Check out some creators who've had success with Special Offers:
 - Paul Sutter: [Special Offer Success that is Out of this World](#)
 - PrintableHeros: [Artist Turns Authentic Exclusivity into Special Offer Success](#)
 - Rebecca Loebe: [Super Busy Singer Finds Success with Special Offers](#)
3. Before you launch, you should have a marketing plan filled out, complete with how and where you'll share your Special Offer. Check out the [Pre-Launch Communication Plan](#) and [My Marketing Plan](#) worksheets to get a head-start on building your promotion plan before launch week!



Launch & Promote

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Step 3: Launch & Promote

SET UP YOUR SPECIAL OFFER

Learn how to set up your Special Offer [here](#).

PROMOTION

Check out the example marketing plan below for some ideas about how to structure your campaign promotions, and follow along with your [My Marketing Plan](#) worksheet.

First few days:

Set your special offer to go live on Patreon, and announce!

- Make an announcement to all of your fans and existing patrons on your Patreon page (create a public post)
- Upload a temporary campaign banner to social media to your email list
- Social media channels
- In your creative content (videos, podcasts, etc) a LIVE social video!
- Consider a [Lens](#) post

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Week 1 action ideas:

- Share social media posts that showcase your excitement for your upcoming offer
- Re-share Top 5 reasons to become a patron (or similar content)
- Day-in-the-life short video with Lens (or similar content)
- Start a countdown on social media, like [these creators](#) did
- Give a preview or an update on your upcoming milestone
- Send a thank you to the patrons who have signed up for your Special Offer





PRO TIP

Set daily calendar reminders and tasks to incorporate promotion tactics into your schedule and campaign.

Final Push & Campaign End

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Step 4: Final Push & Campaign End

TOOLS YOUR CAMPAIGN

- See [this video](#) for some helpful tips!
- Use the [My Marketing Plan](#) worksheet to execute on your marketing plan

PROMOTE LIKE YOUR CAMPAIGN DEPENDS ON IT

As you near the finish line of your campaign, don't let up on promotion — it's time for the final push! Motivate your fans by building a little "FOMO" as you countdown the final days of your campaign. Use this week to really build urgency and bring fans along for the ride. Share with your fans the value of the awesome Special Offer they'll receive, and thank those who have already joined.



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One week to 5 days away from the end of your campaign...

Consider posting one of these daily as your campaign nears the end:

- Post countdown photos on social media
- Share any positive patron testimonials you've received
- Daily social media countdown posts begin
- Make a post on Patreon to re-thank and remind your current patrons that they can upgrade to your Special Offer tier
- Announce this to your lowest tier patrons so they are motivated to bump up!
- Patron recognition day (shout out some of your new or loyal patrons)
- Announce that there are only two days left
- Post countdown photos on social media



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Final push:

- Post countdown photos or videos on social media
- If you use Lens, create a Lens story throughout the day
- Go live! A live countdown can be a LOT of fun!

Wrapping up your campaign:

- When you've completed day 7 activities above, thank your Patrons!
- Talk about the awesome new benefit they'll all be receiving and when
- Celebrate the milestone in your career
- Share a sense of accomplishment



Wrap Up & Reflect

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Step 5: Wrap Up & Reflect

WHAT TO EXPECT AFTER YOUR CAMPAIGN ENDS

You should see an uptick in patronage during the limited time campaign as you follow this guide. You may see some patrons delete or adjust their pledges after they've received their Special Offer, but we still anticipate a net increase in your patrons. Use your Dashboard to see data about your overall engagement and earnings growth during the Special Offer campaign.

LAST THINGS LAST...

Pat yourself on the back! You've worked hard this month, and tried something new. You should be proud of yourself. Hopefully, this was wildly successful, and you're now swimming in buckets of new membership revenue, and have a tool for the future.



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ALL THAT'S LEFT TO DO

Set a plan for fulfillment. Check your to-do list in the [Benefits](#) tool and deliver your Special Offer to patrons in a timely manner. We suggest that if you're offering something unique or physical, that you fulfill these items within the month.

Don't forget:

If you are a non-Charge Up Front creator, benefits will be created at the beginning of the next entitlement period, after the special offer ends. For example, if a Special Offer runs through December 2, the benefits will be created on January 1. If you're a Charge Up Front creator, Benefits will be created at the end of the special offer period.

Note that benefits are created for both new patrons, and existing patrons on a Special Offer tier. You can choose to not fulfill a special offer benefit to existing patrons, but please make that clear in the special offer description.



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PATREON



You did it!

THE END