

# Buy Canadian Craft Online

Join the national movement to mobilize Canadians to buy craft online this gift-giving season.

Selling online can only work if people know where to find online storefronts. The CCF/FCMA has created templates for you to easily show your support for buying Canadian craft online and links on where to find it.



## **CALL TO ACTION**

Whether you're an artist, an organization or a shopper, you're invited to use these resources.

# CALL TO ACTION



**Copy and paste** the text below into your posts.

\*Remember to include personalized links to anywhere your work is sold online: your online storefront, festivals, etc.

## Buy Craft Online Here!

Join the national movement to mobilize Canadians to buy craft online this gift-giving season.

Buy Canadian craft online here:  
**CUSTOM URL\***

Learn more about the movement:  
[canadiancraftsfederation.ca/buy-canadian-craft-online/](https://canadiancraftsfederation.ca/buy-canadian-craft-online/)

#BuyCraftOnline #CanadianCraft  
#Handmade #CitizensofCraft

## Everyone is invited

1/



### Download your assets

Use any or all of the graphic resources to share.

2/



### Share

Share graphics as your profile picture, in your stories or as a post and search 'Canadian Crafts Federation' to add the [Facebook Profile frame](#).

3/



### Promote the Movement

Copy and paste the text into your post.

# Keep it Going

## Animate the movement!

Here are some ideas to share your love of buying Canadian Craft Online throughout the season. Reuse the “buy craft online” graphics and hashtags with the following suggestions to keep the conversation going.

**#buycraftonline**  
**#canadiancraft**  
**#handmade**  
**#citizensofcraft**



### Missing hugs? Buy a mug.

Show off your favourite ceramic artists or your mug wish list.



### Bling and Rings

We're all a sucker for the shiny. Show off your favourite handmade jewellery.



### Support Black, Indigenous and artists of colour

Showcase BIPOC artists, craftspeople and designers.



### For the person who has it all.

List some unique crafts for the hard-to-buy-for.



### Recipe for the perfect night in.

What are a few craft items that would contribute to the best night in?



### Wish List

'Tis the season to share your craft wish list!



### Self Care

We all need some extra self-care. What are some handmade self-care items in your wish list?



### Tools for an easy holiday season

Share your favourite art cards, gift sets, and crafts that make this gift-giving season simpler.

Learn more about the movement: [canadiancraftsfederation.ca](https://canadiancraftsfederation.ca)

Questions? Contact Heather at: [content@canadiancraftsfederation.ca](mailto:content@canadiancraftsfederation.ca)

**STAY UP-TO-DATE ON ALL THINGS CRAFT!**



@craftsmetiersdart



@CCFFCMA