**---**

# PRE LAUNCH - Drip Email #1 - Welcome email after sign-up

FROM: info@maveandchez.com

**SUBJECT: Welcome Home 🏠 Welcome to Mave & Chez**

**Preview Text: You are now a part of the Slipper Revolution**

**Replaced by:**

[https://us5.campaign-archive.com/?u=13b04cf871788097aaf45dc3b&id=053a2bcd31&e=[UNIQID](https://us5.campaign-archive.com/?u=13b04cf871788097aaf45dc3b&id=053a2bcd31&e=%5BUNIQID)]

**----**

# PRE LAUNCH - Drip Email #2 - Prototypes & Kickstarter

FROM: info@maveandchez.com

**SUBJECT: An announcement to get your soles buzzing**

**Preview Text: You are now a part of the Slipper Revolution**

**Replaced by:**

<https://us5.campaign-archive.com/?u=13b04cf871788097aaf45dc3b&id=462d13790e>

# PRE LAUNCH - Drip Email #3 - Survey & Features

[FROM](mailto:FROMpossehl@mabottie.de): info@maveandchez.com

**SUBJECT: Tell us about YOU**

**Preview Text: Calling all Comfort Fanatics**

**Replaced by:**

<https://us5.campaign-archive.com/?u=13b04cf871788097aaf45dc3b&id=0cc25c8a97>

PRE-LAUNCH - Drip Email #4 - VIP Blast #1

From: info@maveandchez.com

**SUBJECT: Your chance to be a Mave & Chez VIP!**

**Preview Text: Get up to 30% off with our Super Early Bird bundles!**

*LOGO HEADER:*

*PHOTO:*

Hey there Maven!

To say thank you for your endless support thus far, we’d like to offer you an exclusive VIP membership for just $5.

As a Mave & Chez VIP, you’ll get exclusive gifts and perks, including up to 30% off with our Super Early Bird bundles on Kickstarter.

The Mave & Chez VIP treatment features:

* 30% off the future retail price
* FREE GIFT: M & C Handmade Herbal Bath Soak
* Access to 1st edition Maves before anyone else!
* Other VIP Perks

[**<BECOME A Mave & Chez VIP>**](https://launchingsoon.maveandchez.com/vip)

As a Maven VIP, you will be a part of the first chapter of Mave & Chez and an ambassador for the #MavenMovement.

We can’t wait to launch our Kickstarter campaign soon with you as a VIP 😊

Dani and Victoria

Co-Founders, Mave & Chez

# PRE-LAUNCH - Drip Email #5 - VIP Blast #2

From: info@maveandchez.com

**SUBJECT: Enjoy Maven VIP perks now!**

**Preview Text: Get your 1st edition Maves before anyone else!**

LOGO HEADER:

PHOTO:

Hey Maven,

We hope all is well with you.

We hate FOMO more than anyone else, and we didn’t want you to miss out on joining the #MavenMovement as a VIP. You’ll get exclusive gifts and perks, including up to 30% off your 1st edition Maves when our Kickstarter launches.

Mave & Chez VIPs get the full treatment, including:

* 30% off the future retail price
* FREE GIFT: M & C Handmade Herbal Bath Soak
* Access to 1st edition Maves before anyone else!
* Other VIP Perks

[**<BECOME A Mave & Chez VIP>**](https://launchingsoon.maveandchez.com/vip)

Become a Mave & Chez VIP to get the best deals ✨(and a special place in our hearts 💖).

Speak soon,

Dani and Victoria

Co-Founders, Mave & Chez

# PRE LAUNCH EMAIL 6- 2 weeks before launch

*\*\* as a maven vip don’t worry we haven’t forgotten about you, you’re going to get a little something extra for your chez in your order (M&C herbal bathsoak)*

**VIP EMAIL**

**EMAIL HEADER:** The Countdown is ON 📢

**EMAIL SUBHEADER:** Mark your calendars Mavens 📆 We’re about to launch on Kickstarter 🚀

*Header:*

The 411

*Everything you need to know about our upcoming launch (and how you can help make it a success)*

TEASER OF KICKSTARTER VIDEO AS A GIF- VIDEO FROM ALEX *(Put a placeholder first)*

It’s Official! The **two week countdown** is on for the Mave & Chez Kickstarter where you can finally **PRE-ORDER** your Maves.

SAVE THE DATE: SEPTEMBER 28TH @ 9 AM EDT (graphic)

As a MAVEN VIP, get your Maves at up to **30% OFF**. Quantities **will be limited at each discount tier** and in order to get the best pricing possible, you must back the campaign on DAY 1.

Not a Maven VIP Yet? Join Now (button)

On Wednesday September 28th, you’ll be notified when the campaign page is LIVE. Head over to the Kickstarter page where you’ll be able to choose which exclusive package you’d like to pre-order. We have some exciting bundles and additional perks and we can’t wait to share them with you!

The Kickstarter Campaign will last for 30 days. Once we’ve crushed our goal (thanks to your help), you can expect to receive your Maves within six months of the completion of the campaign.

Together, we can do anything.

YOU deserve luxurious ergonomic slippers - and so do ALL WOMEN. Help us spread the word on the Kickstarter campaign:

1. Share our latest social media launch announcement on your socials and tag your besties in the comments: IG, FB, TWITTER, LINKEDIN
2. Forward this email to **5 slipper fanatics** like YOU and encourage them to become Maven VIPs!

WATCH OUR LATEST PRODUCT ANNOUNCEMENT

# PRE LAUNCH EMAIL 7- 1 week before launch

**EMAIL HEADER:** The launch is one week away 📆

**EMAIL SUBHEADER**: Limited Quantities available. Get your Maves up to 30% off.

*Header:*

Check out our Kickstarter Page

GIF OF KICKSTARTER LIVE PAGE *(Put a placeholder first)*

Explore the Mave & Chez Kickstarter page and learn all of the ins and outs about your Maves.

We strongly recommend creating your Kickstarter login (it’s free) in advance of the launch next week (Wednesday September 28th @ 9 AM EDT). This will allow ease of access in backing the campaign and getting your Maves at the best price possible.

BUTTON: EXPLORE PAGE

*Hot tip: On the campaign page, click “notify me of launch” to be notified.*

*Header:*

In the News

Did you see Mave & Chez on X? Check-out Co-founders Victoria & Dani sharing more about the wild journey they’ve been on the past two years in building your dream slipper.

*Header:*

Sharing is Caring

YOU deserve stylish ergonomic slippers that will support you whether you’re at home or on the go - and so do ALL WOMEN. Help us spread the word on the Kickstarter campaign:

1. Share our Kickstarter Pre-launch Page on your socials (link) & don’t forget to click “notify me of launch” on the page
2. Forward this email to **5 comfort fanatics** like YOU and encourage them to become Maven VIPs!
3. Don’t forget to complete the [pre-launch survey](https://forms.gle/aQwNDsVdqBHmji7C7) so we have all of your important info!

# PRE LAUNCH EMAIL 8- 24 hours before launch

**EMAIL HEADER:** TOMORROW WE GO LIVE 📆

**EMAIL SUBHEADER**: Over two years in the making. Let’s do this.

TUESDAY SEPTEMBER 28TH @ 9 AM EDT (graphic)

Victoria and Dani (the Co-Founders) here!

We wanted to pop on quick and share our immense gratitude for sticking with us. We’ve been dreaming about this day for over two years (in all seriousness).

What started out as frustrated consumers at the beginning of the pandemic that could not find stylish, ergonomic slippers, has led to a SLIPPER REVOLUTION.

We have BIG dreams - and one of those is creating a viral campaign! We need to hit our fundraising goal of $25,000 in the first 24 hours… if you believe in us and our mission to bring comfort and style to every woman, you can back the campaign for as many dollars as you want! A share on your socials will also go a very long way.

**TOMORROW, is the big day! Be one of the first in the WORLD to have a pair of Maves.**

We want to ensure you have everything you need to know in one email:

* Tomorrow at 9 AM EDT we will share the link to our LIVE campaign page, the LIVE campaign page will be shared with you. Click on the link to head to the page
* Once you’re on the campaign page:
  + Select the tier to wish to support:
    1. We recommend either the launch special with the best discount ovvered (limited: 100) or the Total Package, which gives you TWO pairs of Maves and tons of VIP add-ons.
* Complete your purchase
* You will choose your size, style and colour once the campaign is complete. OR, you can let us know in this [surve](https://forms.gle/aQwNDsVdqBHmji7C7)y

Did we mention there’s some pretty sweet perks available exclusively to our Kickstarter Backers? Check them out below:

IMAGE 1 | IMAGE 2 *(Put a placeholder first)*

M & C Cozy Sweatshirt | Maves Cleaning Kit

Your TOP questions answered

Here’s what you need to know and the top questions we have been receiving. Have any other’s? Simply reply to this email and we’ll get back to you as soon as we can.

1. When will I choose the style, color, and size?
   1. Color, style and size selection will happen after the campaign ends. Once the project is fully funded and completed you will receive a survey to choose the color(s) of each pair you have pledged for, as well as provide us with your size, exact shipping details, and more.
2. How much is shipping?
   1. We offer $10 flat fee shipping to Canada, $15 flat fee to the US, and $20 flat fee to pledges made outside of the US and Canada. Orders outside of the US and Canada may be subject to additional taxes and duties depending on your country’s customs regulations and tax authority.
3. Refund Policy
   1. We will not be offering refunds on this campaign, however we will be offering exchanges should you need to size up or size down. We will be offering exchanges within 30 days of you receiving your slippers.
4. What sizes will you have available?
   1. The first edition Maves will be available in sizes 6, 7, 8, 9, 10. We will be adding more sizes very soon! We understand that women's feet are all so different, and that these shoes will not be a one-size-fits-all, but we are working to provide options for as many women as possible.
5. How is the sizing?
   1. Pretty true to size. If you are someone who sizes up to accommodate bunions or a wider ball girth, then definitely do what you would normally do. The suede will likely not stretch but will soften a bit after wear. If you plan to use an orthotic, no need to size up because you will be able to replace our insole with your own and the slipper will accommodate for this.

# 

# LAUNCH DAY EMAIL 1 (NON-VIP) - LAUNCH TIME (11 AM EST, Wednesday September 28th) -

FROM: info@maveandchez.com

**SUBJECT: Mave & Chez Kickstarter is LIVE 🚀 Back it now.**

**Preview Text: Get your 1st edition Maves slippers at up 30% off!**

LOGO HEADER:

PHOTO:

Hello! 👋

The moment we’ve been waiting for is FINALLY here…

The Mave & Chez Kickstarter campaign is officially LIVE!

We’re so excited for you to be one of the first to experience Maves.

<GET THE LAUNCH SPECIAL OFFER NOW>

Be quick, though. We’re offering a very limited number of **Launch Special discounts of 30% off!** This is our ***biggest discount*** for the campaign. Once they’re gone, they’re gone.

In order for the campaign to be wildly successful, and for us to get Maves to your doorstep as soon as possible, **we need you to back us on Kickstarter in the next 24 hours.** Can we count on **YOU** to help bring Mave & Chez slippers to life and bring ultra comfort and style to women everywhere?

Thanks for being a part of the excitement!

Dani and Victoria

Co-founders, Mave & Chez

*P.S. Having trouble backing the campaign or have any questions? Check-out our FAQ page. You can also email our community support team at* [*community@maveandchez.com*](mailto:community@maveandchez.com) *and they’ll get back to you as soon as they can.*

# LAUNCH DAY EMAIL 1 (VIP LIST) - LAUNCH TIME (9 AM EST, Wednesday Sept 28th) -

FROM: info@maveandchez.com

**SUBJECT: Maven VIP Early Access is NOW Open! 🚀**

**Preview Text: Be quick to get Maves slippers at 30% off before we open up to the public!**

LOGO HEADER:

PHOTO:

Hello <First Name or Maven>! 👋

The moment we’ve been waiting for is FINALLY here…

The Mave & Chez Kickstarter page is LIVE and you’re getting access FIRST as a Maven VIP.

Now is the time to take action and get your 1st edition Maves at the best price possible. **The first 100 VIPs to back the campaign will get 30% off their Maves!!**

<GET THE LAUNCH SPECIAL NOW>

Be quick, though. We’ll be opening up our Kickstarter to the public very soon, and once we do, we can’t guarantee how quickly the Launch Special will sell out!

In order for the campaign to be wildly successful, **we need every single one of our VIPs to back us on Kickstarter in the next 24 hours.** Can we count on **YOU** to help bring Mave & Chez slippers to life and bring ultra comfort and style to women everywhere?

We believe that ALL women deserve ultra supportive, ergonomically designed slippers that make them feel and look incredible… and we know that you agree with us (otherwise you wouldn’t be here). SHARE our latest post on your social media and help us enrich and support all the incredible women in your life too!

We are so grateful to have you a part of the Mave & Chez Movement. This is just the beginning!

Dani and Victoria

Co-founders, Mave & Chez

*P.S. Having trouble backing the campaign or have any questions? Check-out our FAQ page. You can also email our community support team at* [*community@maveandchez.com*](mailto:community@maveandchez.com) *and they’ll get back to you as soon as they can.*

# LAUNCH DAY EMAIL 2 - WE HIT OUR GOAL xx HOURS AFTER LAUNCH TIME (EST)

FROM: info@maveandchez.com

**SUBJECT: $20k, in 12 hours**

**Preview Text: Is this real?!**

LOGO HEADER:

PHOTO:

Hey Mavens!

This morning, we hit our $25,000 CADfunding goal in {time it took to be funded}! 🎉🎉Thanks to X number backers, we’ve hit our goal in record time and could not be more grateful for each and every one of you.

Hitting this milestone will support us in ordering our first run of inventory with our manufacturing partner and getting your 1st edition Maves to you.

There’s still a handful of **Launch Special** rewards left, but they’re going quickly. Grab your Maves at the biggest discount we’ll offer while you still can!

<GET THE LAUNCH SPECIAL NOW>

If you haven’t done so yet, forward the campaign link to another AMAZING WOMAN who deserves luxurious and stylish slippers, like you!

**It’s time to be bold, Mavens. Step in with us before it’s too late.**

Dani and Victoria

Co-founders, Mave & Chez

CTA - **GET THE LAUNCH SPECIAL DISCOUNT NOW**

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# LAUNCH EMAIL - DAY 2

FROM: info@maveandchez.com

**SUBJECT: Learn how to get your Maves up to 20% off⚡️**

**Preview Text: LIMITED QUANTITIES AVAILABLE**

LOGO HEADER:

PHOTO:

Hello! 😊

If you didn’t know already, we’re LIVE on Kickstarter!

Back our campaign in the next 24 hours to secure a **Super Early Bird discount of 20% off** AND your Maves will be one of the first to ship within 6 months of the campaign wrapping.

**<GET SUPER EARLY BIRD DISCOUNT>**

We’ve been loving the responses and feedback backers have been sharing on the community forum on our Kickstarter page, and the #1 reason backers are supporting our campaign is: XX

Do you agree?? Now’s your chance to join the Maven movement.

Dani and Victoria

Co-founders, Mave & Chez

CTA - **GET SUPER EARLY BIRD DISCOUNT!**

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# LAUNCH EMAIL - DAY 5

FROM: [info@maveandchez.com](mailto:info@maveandchez.com)

**SUBJECT: Thank you for your support! 💕  
  
Preview Text: We couldn’t have done this without you, Mavens.**

LOGO HEADER:

PHOTO:

Hey Mavens!

Thank you to each and every one of you for making Mave & Chez a dream come true.

We are blown away by the response to the campaign so far and are endlessly grateful to every single person who has backed our Kickstarter, forwarded the campaign link to their friends and family, or has posted about us on social media! 💫

Mave & Chez exists to empower women to feel like their best selves, every single day, and to be bold and live without fear. We believe that **ALL** women deserve to feel chic and sophisticated without compromising their comfort, and we’ve loved hearing how Mave & Chez has resonated strongly with so many of you. Some of our favorite

<BACKER ENDORSEMENT 1>

<BACKER ENDORSEMENT 2>

<BACKER ENDORSEMENT 3>

If you haven’t already backed our campaign, our **Super Early Bird** discounts are still running…but not for very long! Would you forward our campaign link to an amazing person in your life who would love a pair of luxurious, supportive slippers that last?

From the bottom of our hearts, thank you. 🙏🏼

Dani and Victoria

Co-founders, Mave & Chez

CTA - **GET SUPER EARLY BIRD DISCOUNT!**

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# LAUNCH EMAIL - DAY 7

FROM: info@maveandchez.com

**SUBJECT: One week down. Three to go!**

**Preview Text: Be quick to get yours, our Super Early Bird discounts are about to disappear!**

LOGO HEADER:

PHOTO:

Hello 👋

Wow! We weren’t expecting a response like this! We are so grateful to all of our Mavens for your incredible support so far! And just like that…we have only 3 weeks left until Mave & Chez’s Kickstarter campaign ends!

It’s only a matter of time before our Super Early Bird discounts of **20% off** disappear ⏱Be sure to check out our Kickstarter page today to secure your discount, and ensure you are one of the first to receive your Maves when they ship within 6 months of the campaign wrapping.

With many thanks,

Dani and Victoria

Co-founders, Mave & Chez

CTA - **GET YOUR SUPER EARLY BIRD DISCOUNT!**

# LAUNCH EMAIL - DAY 10

FROM: info@maveandchez.com

**SUBJECT: XX% off Maves – only a few hours left! ⏰**

**Preview Text: Last chance to get the Super Early Bird Discount!**

LOGO HEADER:

PHOTO:

Hello Mavens! 😊

We are amazed by the response to our campaign so far! With 20 days to go, we’re already XX%+ **funded!**

More than **XX backers** have taken advantage of our biggest discounts so far, and now is your last chance to secure a **Super Early Bird discount** of XX%.

<**GET YOUR SUPER EARLY BIRD DISCOUNT NOW!>**

If you’ve already backed Mave & Chez, thank you 🙏🏼

We would love it if you helped spread the word by sharing our campaign link to all the incredible women in your life. Your work BFF, your sister-in-law, your barre buddy – Maves are made by us, for **ALL** of us women.

Thank you for being a part of the Mave & Chez Movement.

Dani and Victoria

Co-founders, Mave & Chez

CTA - **GET YOURS NOW!**

# LAUNCH EMAIL - DAY 15

FROM: info@maveandchez.com

**SUBJECT: Here’s How Maves Will Change Your Life**

**Preview Text: Supportive ✅ Stylish ✅ Comfy ✅We tick all the boxes.**

LOGO HEADER:

PHOTO:

Hey Mavens!   
  
Thank you all for your incredible support. What a wild couple weeks it has been! 💫

As former competitive dancers, we know that proper footwear can ***make or break you***. Mave & Chez exists because we tried all sorts of slippers and never found the right fit.

We deserve slippers that are made by women, for women to go about their day and move freely without restriction or compromise. It’s about (damn) time!

Here are some of the ways Maves will bring major benefits to your health and happiness overall:

✨**Classic & Sophisticated:** They look & feel incredible. Our chic styles and colorways will never go out of style and can match with anything.

✨**Ergonomic Design:** Our deep heel cup stabilizes your foot to reduce fatigue and support body biomechanics. A wide toe box allows your feet to rest in their natural form. The supportive arch gives you the stability you need for all-day wear. Oh, and say goodbye to unnecessary slippage thanks to our anti-slip rubber sole.

**✨Sustainable**: Maves come with a moisture-wicking insole made from eco-friendly sugarcane EVA. Not only is that a recyclable, renewable material that can be machine washed, it’s also incredibly durable and will prevent your slippers from getting stinky. Instead of sending them to landfill, swap out the insole for a new one!

✨**Supports Women**: In an industry dominated by men, we are proud to be an original voice 💪🏼Gone are the days of frumpy, stinky, painful slippers that don’t last. Be bold, step into your Maves!

By backing our campaign, you are contributing to bring ultra comfort and style to women everywhere, and broadening our community of Mavens worldwide.

Pledge today to meet the first run of shipping in **MM YY!** If we hit our stretch goal of $100,000 CAD, we’ll be able to add another colorway to both styles. We are closing off Super Early Bird discounts, so be sure to back us before it’s too late!

Thank you for all your support! ❤️

Dani and Victoria

Co-founders, Mave & Chez

CTA - GET YOURS NOW!

LAUNCH EMAIL- DAY 22 - 7 days left

FROM: info@maveandchez.com

**SUBJECT: You are awesome!**

**Preview Text: Thank you for all the support and kind words! 😍**

LOGO HEADER:

PHOTO:

Hello!

We can’t thank you enough for all the support! We knew the Mave & Chez Movement was going to involve some pretty incredible women, but this is far beyond what we expected. 🥰

Thanks to you, we hit 100% of our funding goal on Day X! We’ve also been featured on <PUBLICATION NAME> – check out what they have to say below.

<MEDIA BANNER/ENDORSEMENT>

We’ve listened to some of your feedback about extending the Early Bird Discount, and a few are still up for grabs. If you, or a friend or family member, would like your Maves on **MM YY at XX% off**…this is the last time you can get them discounted!

Thank you for your amazing support,

Dani and Victoria

Co-founders, Mave & Chez

**CTA: GET EARLY BIRD NOW**

# LAUNCH EMAIL - Day 28 - 2 days left

FROM: info@maveandchez.com

**SUBJECT: ONLY 2 DAYS TO GET YOUR MAVES!** 🚨

**Preview Text: We're almost there! Get your Maves before the campaign ends.**

LOGO HEADER:

PHOTO:

Hello there,

We're almost there! Only 2 days before our Kickstarter campaign ends.

If you haven’t already backed us, you have 2 days left so you can receive our first edition Maves by **MM YY.** What’s more, if we hit our stretch goal of $100,000 CAD, we’ll be able to offer another chic colorway to each style!

We’re so thrilled that <INFLUENCER NAME> is a Mave & Chez fan - check out what they have to say here:

<INFLUENCER ENDORSEMENT>

Once the campaign ends, we’ll be getting ready for manufacturing and production, and we’ll be updating you every step of the way!

To those of you who have backed us, posted about us, forwarded our emails, we cannot thank you enough.

Dani and Victoria

Co-founders, Mave & Chez

**CTA: FIND OUT MORE**

# LAUNCH EMAIL - Day 29 - 1 day left

FROM: info@maveandchez.com

**SUBJECT: Mave & Chez Kickstarter is Ending Soon! ⚡️**

**Preview Text: Last 48 hours to get Maves at an incredible discount. Back us now!**

LOGO HEADER:

PHOTO:

Hello! 😊

We are almost there…our Kickstarter campaign is ending in 48 hours!

This is your last chance to get your Maves at an incredible discount of **XX**%. After the campaign ends, we will no longer be offering Maves at this price or any of the bundles on our campaign page. Be part of the Mave & Chez Movement and back us now! 🔥  
  
If you have questions about the product – check out our blog and FAQ page or reach out to our community support team at [community@maveandchez.com](mailto:community@maveandchez.com) - we’re always here to answer any queries you may have.

Also, we’ve been featured in some amazing publications online – see the features below!

<MEDIA ENDORSEMENT 1>   
<MEDIA ENDORSEMENT 2>

<MEDIA ENDORSEMENT 3>

Be part of the Mave & Chez Movement and back us now! 🔥

Dani and Victoria

Co-founders, Mave & Chez

**CTA - GET YOURS NOW**

# 

# L**AUNCH EMAIL - Day 30- last day**

FROM: info@maveandchez.com

**SUBJECT: 24 HOURS LEFT! 🚨**

**Preview Text: Last 24 hours to get Maves at a discount!**

LOGO HEADER:

PHOTO:

Hello everyone!

Wow…What an unbelievable 30 days it has been. Mave & Chez raised **XXK**+ CAD from **xxx**+ backers around the world…and we couldn’t have done it without **each and every one of you. 💕**

There’s still 24 hours left before the campaign ends, so don’t miss out on getting Maves at this exclusive price. Once they’re gone, we won’t be offering them at a discount anymore - this is your **final chance!**

We’re $XX away from hitting our stretch goal – can you back us, or share our campaign link so we can hit our stretch goals and offer XX?

Thank you so much for being a part of this journey. We are just getting started! 💪🏼

Dani and Victoria

Co-founders, Mave & Chez

**CTA - GRAB Mave & Chez NOW**

# **LAUNCH EMAIL VIP BLAST (One more week to go) “ENDING SOON” REMINDER**

*[To VIP: One more week to go]*

FROM: info@maveandchez.com

**SUBJECT: Maven VIP Gift Selling Out Fast⚡️**

**Preview Text: Last chance to get your Mave & Chez slippers and a VIP gift!**

LOGO HEADER:

PHOTO:

Hello <First Name/Maven>! 👋🏼

We are so grateful for all the support, encouragement and feedback we’ve received from you along the way.

We can’t believe it either, but we’ve got one more week to go until our Kickstarter campaign ends! 🤯  
  
As a Maven VIP, you get a free gift when you pledge our campaign. Simply back our campaign and when it closes, your gift will ship with your Maves slippers.

We would love to have every single one of our VIPs receive their Maves with the first batch of shipping and their gift – what’s more, if you back the campaign now, we’ll hit our stretch goal and be able to offer another colorway to you for both styles.

We hope we can count on you to bring our stretch goals to life! If you’ve already backed us, we’d love for you to share our campaign page/Instagram post to help us empower all the incredible women in your life!

If you have any questions, feel free to reach out to us at [community@maveandchez.com](mailto:community@maveandchez.com) - we are always here to answer any queries you may have!

Thank you for your amazing support! 🥰

Dani and Victoria

Co-founders, Mave & Chez

CTA - GRAB Mave & Chez NOW

# **LAUNCH EMAIL VIP BLAST (Last day) “ENDING SOON” REMINDER**

*[To VIP: Last day]*

FROM: info@maveandchez.com

**SUBJECT: Last 24 Hours, Mavens! 🤩**

**Preview Text: Our Kickstarter campaign ends today! Back it now to ensure you get your Maves first!**

LOGO HEADER:

PHOTO:

Hello <First Name/Maven>!

Thank you so much for being a part of the Mave & Chez Movement so far. It’s been a wild ride, and we’re down to the last 24 hours – this is the **last chance** to back us at our incredible discounted price and receive your VIP gift!

Remember – if you back us before the campaign closes, you’ll be amongst the first to receive your Maves slippers on **MM YY.**

We are also **so close** to hitting our stretch goal. Only $XXX and we’ll be able to offer your Maves in a brand new color that we know you will all love!

Whether it’s backing our campaign (if you haven’t already), sending our campaign page to an amazing woman in your life, or sharing one of our Instagram posts, every single action counts, and we are so grateful for your support and encouragement so far. 😍

Thank you, thank you, thank you,

Dani and Victoria

Co-founders, Mave & Chez

CTA - GRAB Mave & Chez NOW