



Create a Facebook Fundraiser

Facebook Fundraisers are a great tool for raising money for a cause!

IMPORTANT NOTES:

- DO NOT just add a donation button to a post – those are harder for us to track and connect to your personal fundraising page. You will need to set up a ‘Fundraising Event’ with these instructions.
- Donations via Facebook fundraisers WILL NOT automatically show up on your personal fundraising page; however, as long as you follow the instructions below we will manually add donations one or two times per week.

GET STARTED:

- 1) Go to: <https://www.facebook.com/NeighborhoodFP/>
- 2) Go to “Fundraisers” and select “Raise Money”:

The screenshot shows the Facebook profile for Neighborhood Food Pantries. The left-hand navigation menu includes 'Home', 'About', 'Events', 'Fundraisers' (circled in red), and 'Photos'. The main content area features a large event banner for 'Shopping Cart Shuffle' (5K Run or 3K Family Walk) on August 7, 2021, at Mallard Lake Forest Preserve. Below the banner are buttons for 'Liked', 'Following', '+ Create Fundraiser', 'Donate', and 'Send Message'. A section titled 'Encourage Supporters to Create Fundraisers' provides a link to the organization's fundraising page. Below this, the 'Fundraisers' section is visible, with a '+ Raise Money' button circled in red. A fundraiser by Tom Norton is also listed, showing \$1,645 raised of a \$1,500 goal.

- Make sure the next screen says you are raising money for **Neighborhood Food Pantries**
- Set a goal (make it a 'stretch' goal but not so high that people won't think you'll hit it. You can always change your goal later!)
- Set an end date (we suggest you set this for August 10 – one week after the event ends)

Customize your message on the next page– here is a sample:

“Did you know that there are 62,420 hungry people in DuPage County? That half of those people are children? Please join our team or make a donation to help Run Hunger Out of Town:

- \$5 will feed a family of 4 for a whole week
- \$20 feeds a family for a month
- \$50 provides more than 1,000 lbs of food for our neighbors in need
- \$100 provides 2,600 meals for local families
- \$250 feeds a family for an entire year

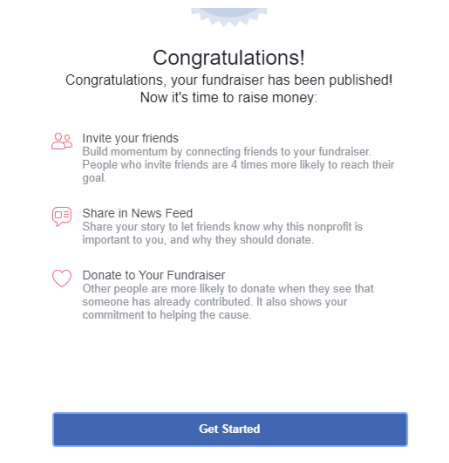
Won't you help?

Select “Next”

On the last page you will see a default photo that is the same as our Facebook cover photo. You can use this picture, or choose one of your own (for example, if you have a picture of yourself or your team from last year’s 5K!)

Select “Create” – you should see this screen:

Select “Get started”, and you will be prompted to invite friends to donate, post on your timeline, and/or add your own donation. Make sure that your posts are set to “Public” so friends can share them. If you have any milestone events (such as birthdays, anniversaries, etc.) make a post near that day.



Final fundraising tips for Facebook fundraising:

- Periodically post your event to your timeline
- Add a note within the fundraiser that says “if you prefer to donate directly rather than via Facebook, follow this link:” and add a link to your fundraising page.
- THANK YOUR DONORS PUBLICLY – it will remind others to donate and add a bit of ‘peer pressure’.

Need help? Contact Heather Kash, Development Director at 630.923.5197 or at Heather@NeighborhoodFP.org.