



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 Neighborhood Food Pantries Facebook page. The page header includes the organization's logo and name. The main content area features a post for a 'Walk or Run to Feed our Hungry Neighbors' event, with a 'Donate' button and a 'Send Message' button. The left sidebar contains a menu with 'Fundraisers' circled in red. The main content area below the post shows a 'Fundraisers' section with a 'Raise Money' button circled in red. The 'Fundraisers' section also includes a link to encourage supporters to create fundraisers and a list of existing fundraisers.

Let's start with the basics

Who is organizing the fundraiser?
Heather Kash

Who are you raising money for?
Neighborhood Food Pantries

How much money do you want to raise?
200

When should your fundraiser end?
Aug 10, 2019

Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

Next

- 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 65,500 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:

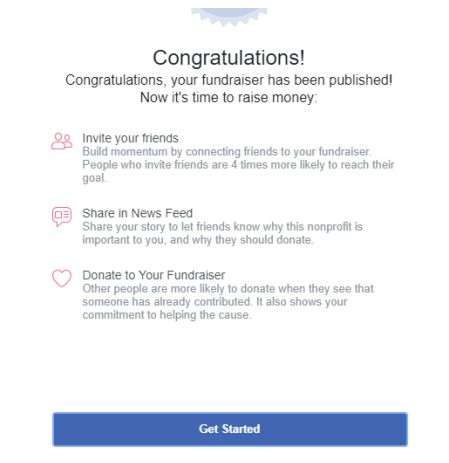
- \$5 will feed a family of 4 for a whole week
- \$20 feeds a family for a month
- \$50 provides more than 1,000 lbs of food for our neighbors in need
- \$100 provides 2,600 meals for local families
- \$250 feeds a family for an entire year

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.