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”:
• 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.*