



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 page features a cover photo for a 'Walk or Run to Feed our Hungry Neighbors' event on August 1, 2020, at the Mallard Lake Forest Preserve. The event details include a 'Shopping Cart Shuffle 5K & Family Walk' from 8:30 AM to 8:30 AM. The cover photo shows cartoon vegetables (a red pepper, a carrot, a tomato, and a banana) pushing a shopping cart. The page navigation menu on the left includes 'Home', 'About', 'Events', 'Fundraisers' (circled in red), and 'Photos'. Below the cover photo, there are buttons for 'Liked', 'Following', '+ Create Fundraiser', 'Donate', and 'Send Message'. A section titled 'Encourage Supporters to Create Fundraisers' provides a link to the fundraising page: <https://www.facebook.com/fund/NeighborhoodFP/>. Below this, there is a 'Fundraisers' section with a '+ Raise Money' button (circled in red). A fundraiser by Tom Norton is also visible, showing \$1,645 raised of a \$1,500 goal.

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 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:

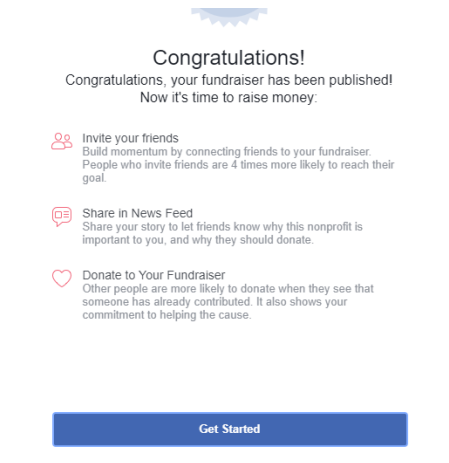
- \$5 will feed a family of 4 for a whole week
- \$20 feeds a family for a month
- \$50 provides more than 1,000 lbs of food for our neighbors in need
- \$100 provides 2,600 meals for local families
- \$250 feeds a family for an entire year

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.