

# HOW TO CREATE A FACEBOOK FUNDRAISER FOR CHILDREN'S HOSPITAL & MEDICAL CENTER



## 1 CLICK ON "FUNDRAISERS"

in the menu on the left side of your Facebook News Feed.

## 2 CHOOSE "SELECT NONPROFIT"

and search for Children's Hospital & Medical Center.

## 3 SET YOUR GOAL: START SMALL, BUILD UP.

Start where you feel comfortable (\$250); you can always increase your goal later. This gives each donor a sense that they are able to help you reach incremental goals, rather than feeling their gift is a small drop in a big bucket.

## 4 MAKE IT PERSONAL AND STRAIGHTFORWARD.

Provide a personal story or connection if you have one and use visual content like pictures or videos.

## 5 SPREAD THE WORD.

Active fundraising proves success better than sharing on your page alone. Invite your friends to the fundraiser. Start with close friends and those likely to give. Each time a friend gives, tag them in a post so their friends will see it.

## 6 SHOW APPRECIATION.

- **Post a "thank you"** immediately following a gift on Facebook (remember to tag).
- **Use Direct Message** to send a note of thanks.
- **Mail** a handwritten thank you note.

### FOR MORE INFORMATION:

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