

How to Create an Instagram Fundraiser

Instagram Fundraiser

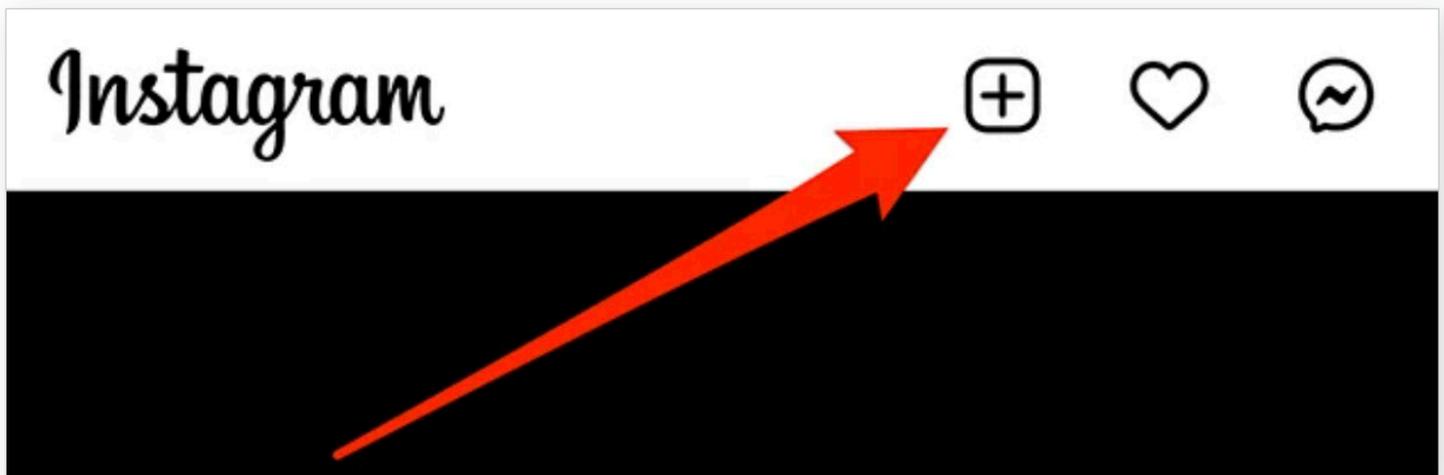
Instagram allows users to create fundraisers to raise money for nonprofits, with 100% of the money raised going directly to those organizations. Our guide will show you how to create a fundraiser on Instagram.

Note: These screenshots were captured in the Instagram app on iOS.

Step 1:

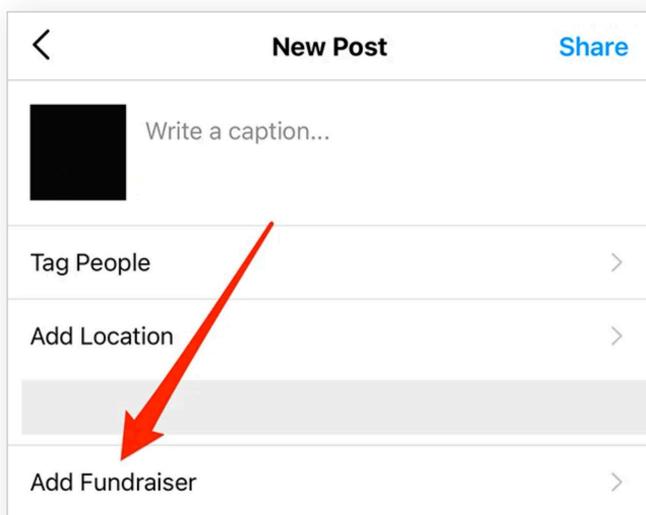
Log into your Instagram, tap the plus sign at the top right of your Instagram home feed and create a normal post using a photo or video.

Tip: Make the photo(s)/ video relevant to the fundraiser. If you're setting it up because you're a patient/ survivor, include photos of your CRC journey. If it's in honor of someone else, include photos of the two of you together.



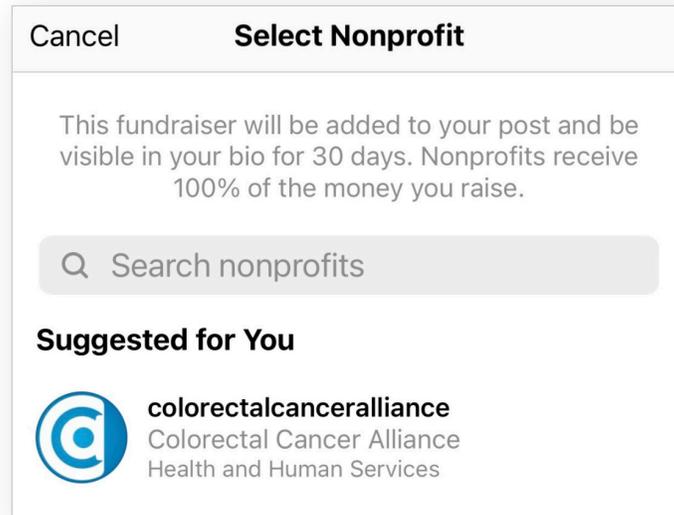
Step 2:

When you get to the details screen (where you can add a caption to your post), tap "Add Fundraiser."



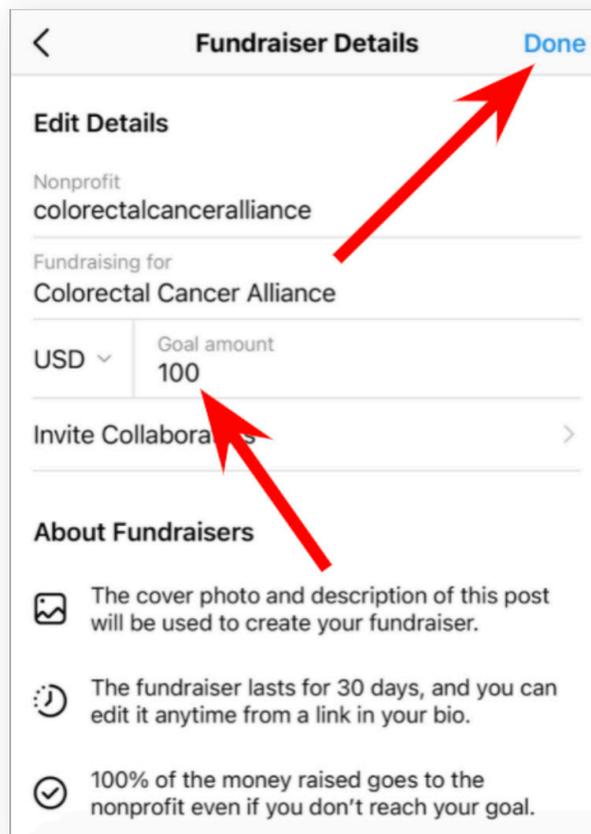
Step 3:

Tap the search bar and type in "Colorectal Cancer Alliance." Once you see the Alliance's name appear in the list, click on it.



Step 4:

By default, your goal amount will be \$100. Tap this figure if you want to change it, or tap "Done" in the top-right corner of the screen to move on.



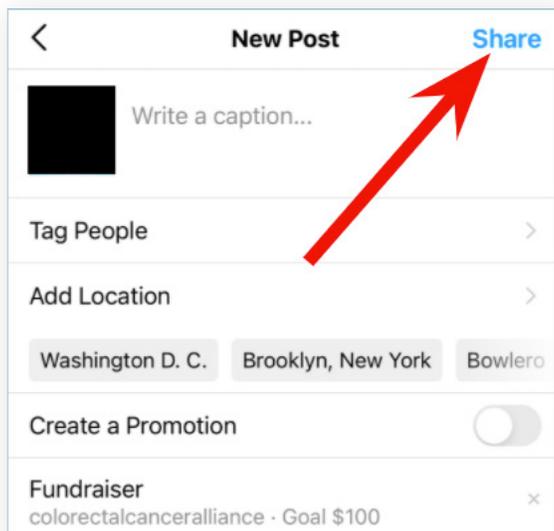
Tip: You can make your goal as large or as small as you wish. Consider a personal goal that can be explained (e.g. \$2,600 to honor your diagnosis at 26).

Step 5:

When you're done editing your post, tap "Share" to share your post as you normally would.

Note: Your fundraiser will remain active on your profile for 30 days, and any money raised will go to the nonprofit, even if your fundraiser doesn't reach its set goal.

Tip: Make your caption meaningful. Share your personal story of why you decide to fundraise to support the Alliance.

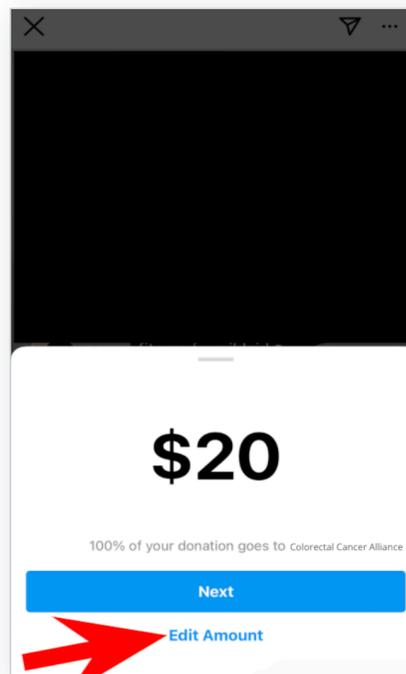
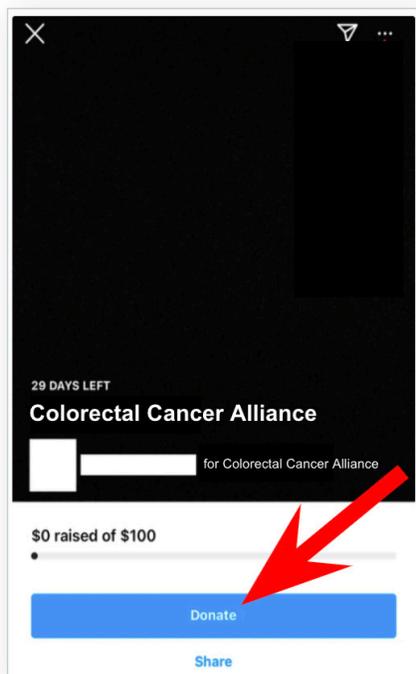


Step 6:

Make a personal gift to your own fundraiser. Making the first gift will show your network how committed you are to the cause.

6a: Tap the "Donate" on your fundraiser.

6b: By default, your donation amount will be \$20. Tap the "Edit Amount" button if you want to change it, or tap "Next" to move on.

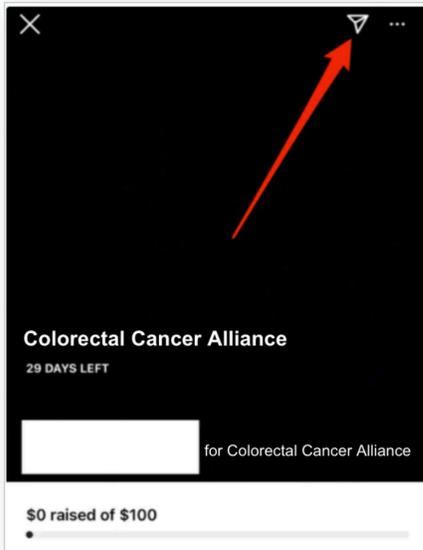


Tip: The minimum amount that can be donated is \$5.

Step 7:

Share your fundraiser to your Instagram story.

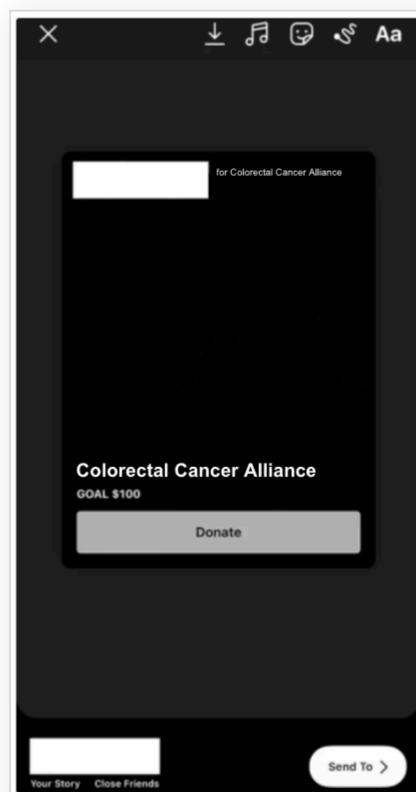
7a: While viewing a fundraiser's page, tap the paper airplane icon at the top of the screen.



7b: Tap "Add To Story."



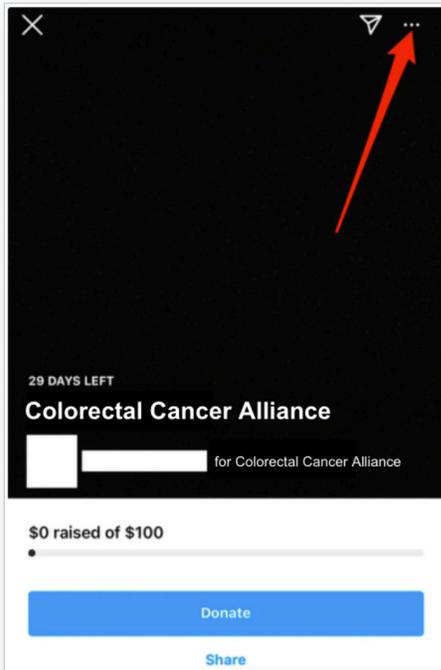
7c: From there, Instagram Stories will open and you can edit your post however you'd like before sharing it.



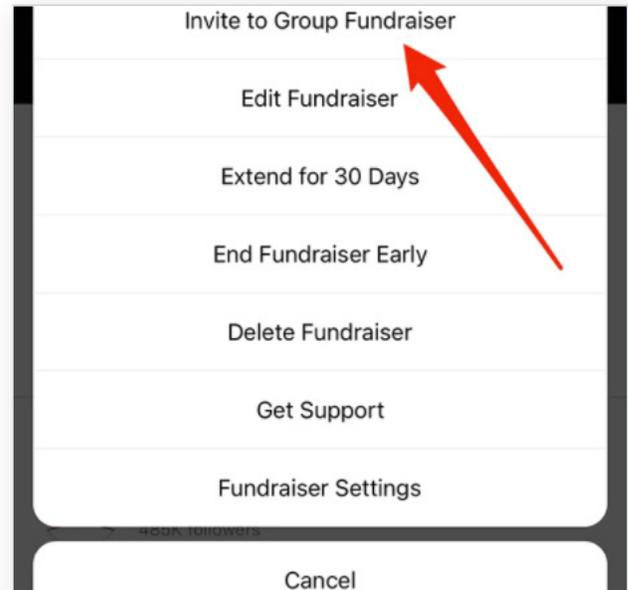
Step 8:

Invite others to join their charitable efforts by creating a group fundraiser.

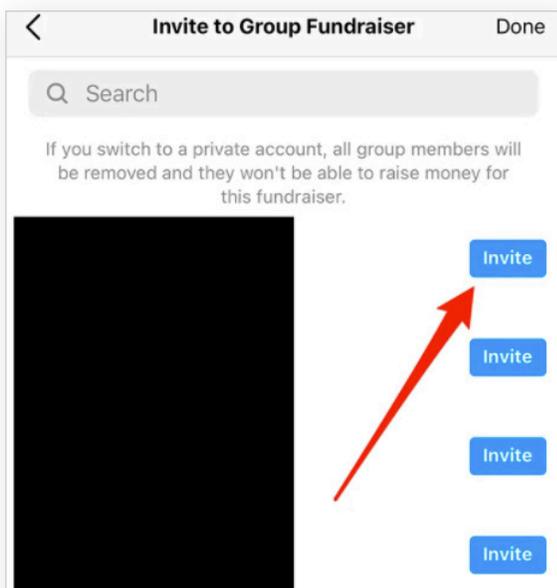
8a: Once you've created a regular fundraiser, go to the fundraiser's page and tap the three dots in the top-right corner of the screen.



8b: Tap "Invite to Group Fundraiser."



8c: Tap the "Invite" button to the right of each user you want to invite to your group fundraiser. Note: You can also tap the search bar at the top of the screen to search for an Instagram user manually.



8d: Once you're done inviting users to your group fundraiser, tap "Done" in the top-right corner of the screen.

