

How to Create a Facebook Fundraiser

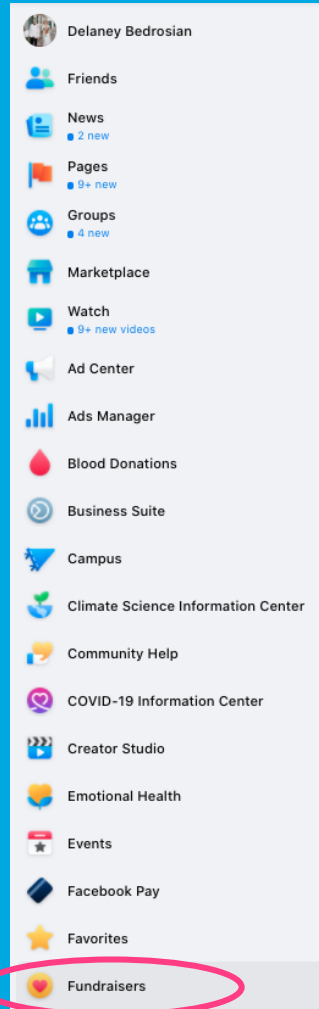


Facebook Fundraiser

Creating a Facebook Fundraiser is an easy way to tap into the power of your network in the fight against colorectal cancer, Follow our step-by-step guide to create yours!

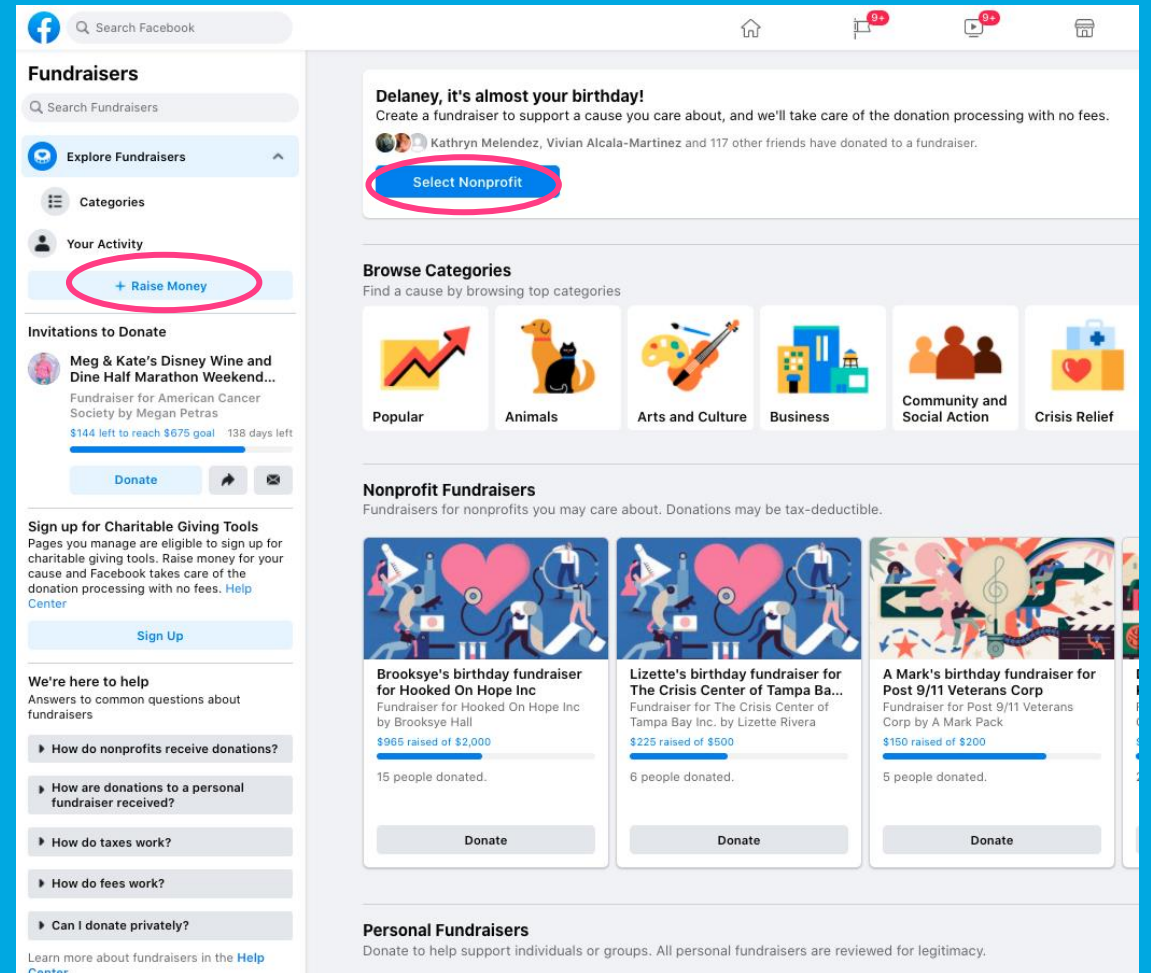
Step 1

Log in to your Facebook Account. On the home screen, select “Fundraisers” from the left side navigation pane.



Step 2

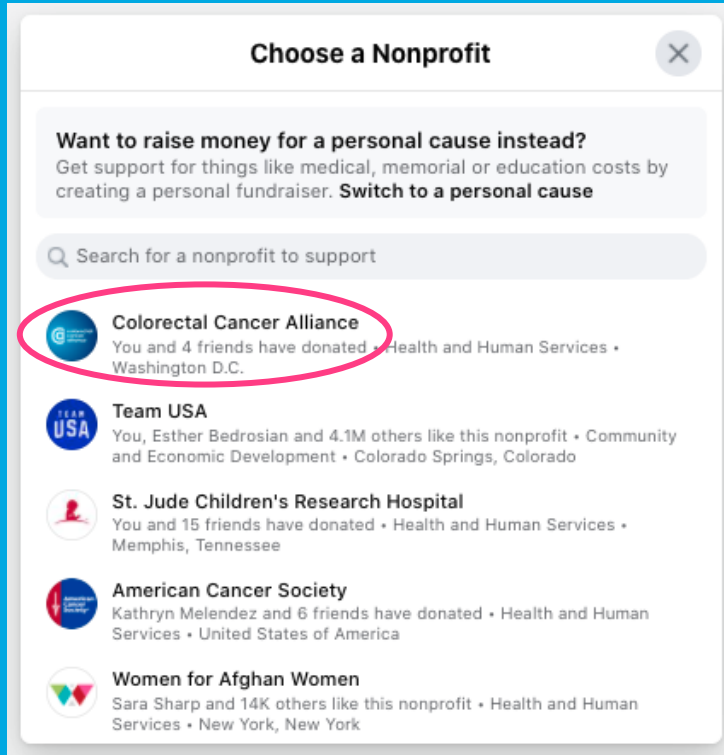
On the Fundraisers page, select the option to “+ Raise Money”, then choose a fundraiser type by clicking “Nonprofit”.



Facebook Fundraiser

Step 3

Search the window for “Colorectal Cancer Alliance.” Once you see the Alliance’s name appear in the list, click on it!



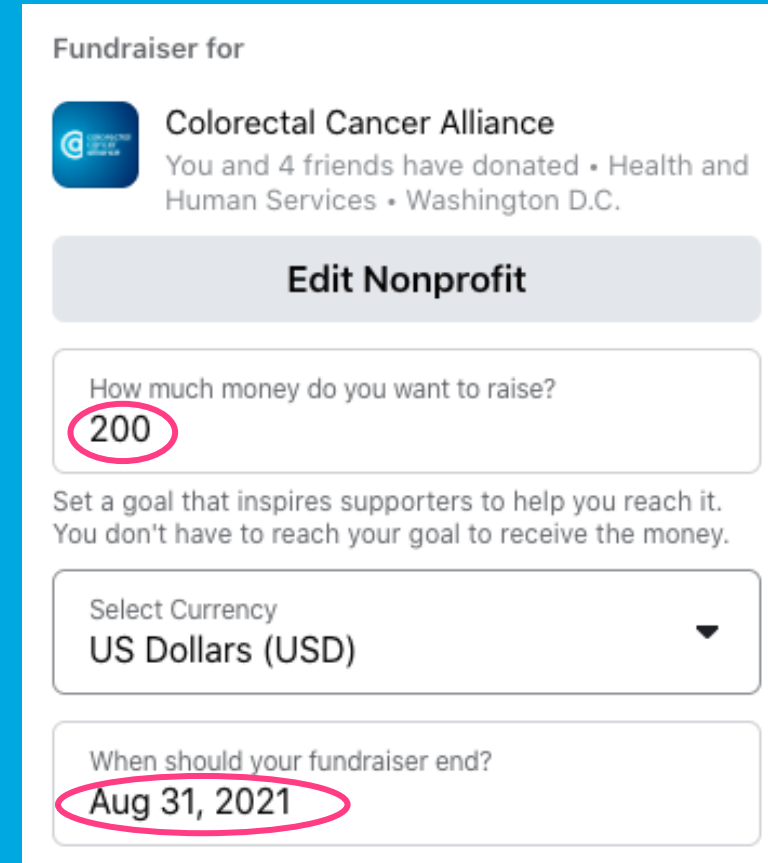
Step 4

Begin filling in the basic information about your fundraiser. You can always edit your information later if needed.

Now Decide:

How much should your goal be? 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).

How long should your fundraiser last? Fundraisers can last as long as you want! If your fundraising for an upcoming event, we'd suggest keeping your fundraiser live until a few weeks after the event is over to collect any outstanding donations. If your fundraiser isn't tied to a date, consider keeping it open for two weeks to a month to give friends and family enough time to see it in their feed.



Facebook Fundraiser

Step 5

Tell your story! Update the name of your fundraiser and share your personal story of why you decide to fundraise to support the Alliance.

Details

What's the title of your fundraiser?
Delaney's fundraiser for Colorectal Cancer Alliance

Choose a short and clear title to get the attention of friends and supporters.

Why are you raising money?
Want to join me in supporting a good cause? I'm raising money for Colorectal Cancer Alliance and your contribution will make an impact, whether you donate a little or a lot. Anything helps. Thank you for your support. I've included information about Colorectal Cancer Alliance below.

To empower a nation of allies who work with us to provide support for patients and families, caregivers, and survivors; to raise awareness of preventive measures; and inspire efforts to fund critical research.

Write a detailed description that tells your story and gives supporters a reason to donate.

Step 6

Pick a cover photo or video. You'll have a selection of photos from the Alliance Facebook page, or you can upload your own. Choose one that best represents why you're fundraising for the Colorectal Cancer Alliance.

Select photo

Fundraiser photos are always public.

Upload New Photo

Suggested photos

- One day to give back GIVINGTUESDAY 12/01/20
- Things are so busy during treatment I was focused on helping my wife. Now that she is gone it's difficult to focus and find motivation to do anything.
- Other suggested photos include a patient and family, and various people wearing masks.

Step 7

You're almost done! Click "Create" to create your fundraiser for the Colorectal Cancer Alliance.

Cover photo

One day to give back
GIVINGTUESDAY
12/01/20

Fundraisers are public, so anyone on or off Facebook can see them. Only people on Facebook can donate. Facebook does not charge fees for donations to charities. All donations will go directly to the charity that you chose.

Create

Facebook Fundraiser

Now that you've created your fundraiser, customize and share it with your network to maximize your impact!

Step 8

Make a Donation to Your Fundraiser

- Make a personal gift to your own fundraiser! Making the first gift will show your network how committed you are to the cause.
- To donate, click, "Donate" on the navigation bar under your fundraiser title.
- From there, follow the prompts to complete your donation, You'll receive an emailed donation receipt from Facebook to the email associated with your Facebook account.

Step 9

If you need to customize or make changes afterward

- Below your fundraiser title find the option for "More" and click. Select "Edit Fundraiser" from the dropdown arrow.
- From there you can customize your fundraiser goal, story, and end date! You can even upload a custom photo.
- Don't forget to "Save" when your finished.



Facebook Fundraiser

Step 10

Share by inviting your friends!

- Once you enter all your custom information, invite your Facebook friends to join your fundraiser and make a donation! Share your fundraiser for extra exposure.
- **TIP:** Did you know the average person needs to see something seven times before taking action? Share your fundraiser regularly to increase the amount of people who see it on their feed. Ask your friends and family to share as well to reach their networks!

Step 11

Post updates regularly!

- Keep your supporters involved in your efforts by sharing regular updates on your fundraiser page.
- Remind them of deadlines, host contests for those who donate (e.g. offer to bake dessert for the top donor).
- Choose to personally match gifts made up to a certain amount, share photos, and even start live videos to make your supporters truly feel like a part of the process. The more involved they feel, the greater your impact!



Facebook Fundraiser

Sample Post

Copy:

- Friends and family, one action can turn around a rough year. Be the ONE to make a difference by marking Tuesday, December 1 in your calendars right now as the day to donate to my #GivingTuesday Facebook Fundraiser for the Colorectal Cancer Alliance!

