

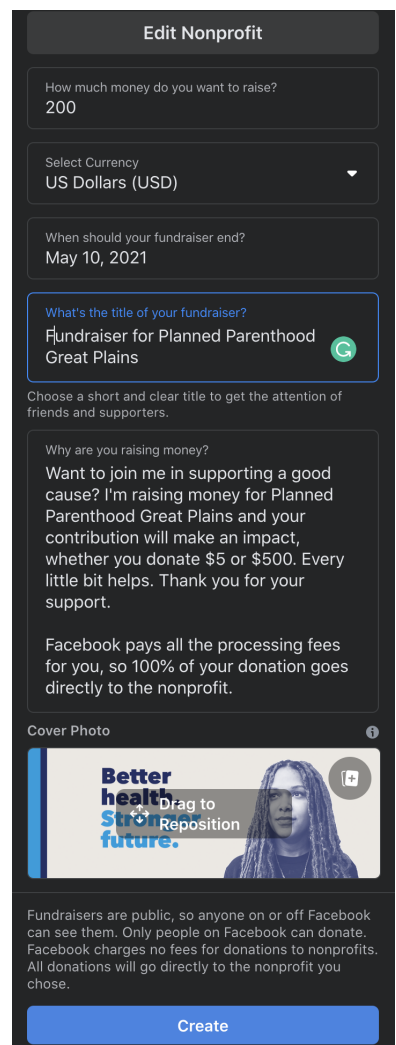
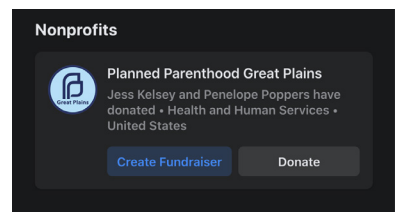
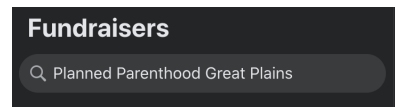
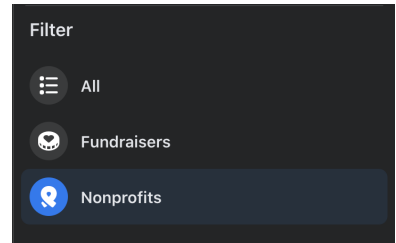
FACEBOOK FUNDRAISER



Thank you for your interest in hosting a Facebook fundraiser in support of Planned Parenthood Great Plains. Using your network to fundraise – whether it’s for a holiday, your birthday, or simply just because – is a powerful way to support comprehensive sexual and reproductive health care!

GET STARTED

1. Go to www.facebook.com/fundraisers to get started.
2. Planned Parenthood Great Plains is a 501(c)3. Select the **“Nonprofit”** button to find us.
3. Type our name into the search window - **“Planned Parenthood Great Plains”** and select it.
4. Select your fundraising goal and the date you want your fundraiser to end. Choose a goal and date that are motivating to you and click **“next.”**
5. Choose a title for your fundraiser and tell your story! While there is some information about Planned Parenthood pre-populated, we recommend you share with your friends why YOU care about the work of Planned Parenthood Great Plains. Then, click **“next.”**
6. Pick your cover photo. Facebook supplies you with some options, but if you have a personal photo you’d like to use, we recommend it. Once you’ve done so, click **“Create.”**



Fundraisers are public, so anyone on or off Facebook can see them. Only people on Facebook can donate. Facebook charges no fees for donations to nonprofits. All donations will go directly to the nonprofit you chose.

Create

PROMOTE YOUR FUNDRAISER



Now that your Facebook fundraiser is live, try these ideas to make sure it will be successful.

- Consider seeding your fundraiser by beginning with a gift from yourself. This can get the momentum going.
- Add a free action as an option: not everyone will be able to donate and that is okay! If you set your fundraiser up an option to share, it will get more attention and traction than if the people who didn't donate did nothing at all.
- **Try this wording:**
"It's my birthday and I challenge you to help me ensure everyone has access to low-cost reproductive health care in our city by doing one or both of these things:
1) Donate
AND/OR
2) Share this post!"
- Post often and share updates often to keep your friends engaged and your fundraising going. More activity means the Facebook algorithm will show your fundraiser to more people!
- Track and share progress to your goals by creating milestones within your overarching fundraising goal. For example, when you get halfway, post a video of yourself singing a song, doing some push-ups, or dancing.
- Thank everyone in as timely a manner as possible who contributes with a personal message. We recommend doing this publicly to inspire support from others, but you can always write a private note too.
- Consider reaching out to people outside of Facebook asking for their support of your fundraiser. You can send a personal email, make a phone call, or send a text message.

WRAP UP!



When your fundraiser is a few days from ending or if you reach your goal early, write a nice public message (or record a video) graciously thanking everyone for donating, reminding them about the amazing cause they donated to, and sharing how happy they have made you by supporting your fundraiser. You may yet get a few more donations after your post. Best of luck! We really hope you reach your fundraising goal.

If you have any questions about ways to give to Planned Parenthood Great Plains, please call us at **913.345.4696** or email **ppgp.development@ppgreatplains.org**.

Thank you for helping us care for our patients and our communities!