

Planned Parenthood®

HOSTING A FACEBOOK FUNDRAISER

SO YOU WANT TO HOST A FACEBOOK FUNDRAISER...

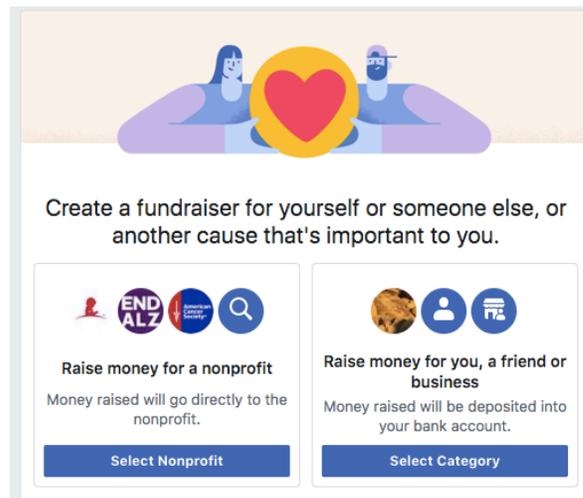
Thank you for your interest in hosting a Facebook fundraiser in support of UHPP. In this guidebook you'll find everything you need to get started, including:

- Information on how to set-up your Facebook fundraiser (page 1)
- Tips and tricks to help you have the most success possible (page 4)

Right now, as we navigate through out current COVID-19 circumstances, a virtual fundraiser can have a powerful impact. You can host one simply because, or you can use a holiday – like your birthday – as a reason to raise money.

SETTING UP YOUR FACEBOOK FUNDRAISER

1. Go to www.facebook.com/fundraisers to get started.
2. Upper Hudson Planned Parenthood is a 501(c)3. Click the “Select Nonprofit” button to find us.



3. Type our name into the search window – “Upper Hudson Planned Parenthood Inc” and select.



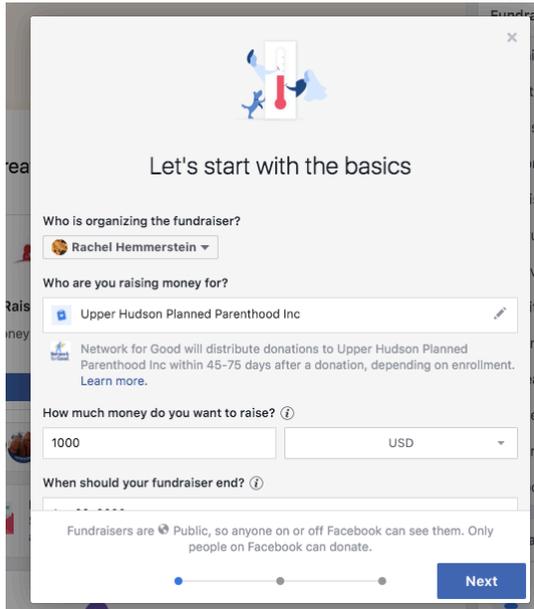
“
Upper Hudson
is committed to
providing essential
care to all the
patients who need
us.

”

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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.”

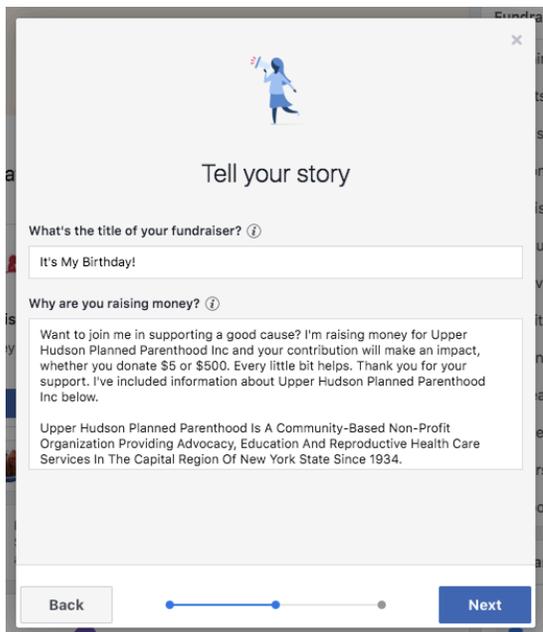


The screenshot shows a Facebook fundraiser setup window titled "Let's start with the basics". It includes the following fields and options:

- Who is organizing the fundraiser?**: Rachel Hemmerstein
- Who are you raising money for?**: Upper Hudson Planned Parenthood Inc. Below this, it states: "Network for Good will distribute donations to Upper Hudson Planned Parenthood Inc within 45-75 days after a donation, depending on enrollment. [Learn more.](#)"
- How much money do you want to raise?**: 1000 USD
- When should your fundraiser end?**: (Empty date field)

At the bottom, there is a note: "Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate." and a blue "Next" button.

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 Upper Hudson Planned Parenthood. Then, click “next.”



The screenshot shows a Facebook fundraiser setup window titled "Tell your story". It includes the following fields and text:

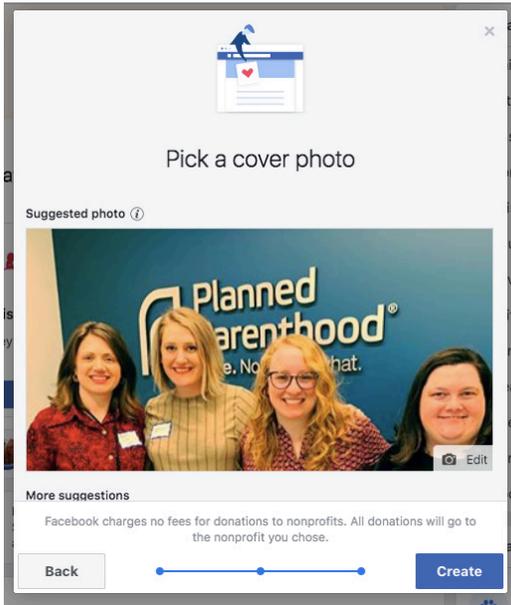
- What's the title of your fundraiser?**: It's My Birthday!
- Why are you raising money?**:
Want to join me in supporting a good cause? I'm raising money for Upper Hudson Planned Parenthood Inc and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about Upper Hudson Planned Parenthood Inc below.
Upper Hudson Planned Parenthood is a Community-Based Non-Profit Organization Providing Advocacy, Education And Reproductive Health Care Services In The Capital Region Of New York State Since 1934.

At the bottom, there is a "Back" button, a progress indicator, and a blue "Next" button.

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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."



7. You're done! Your fundraiser is officially live.



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TIPS, TRICKS, AND RECOMMENDATIONS FOR SUCCESS

Now that the fundraiser is live, here's some ways you can make sure your campaign is successful.

- Consider seeding your fundraiser by beginning with a gift from yourself. This can get the momentum going.
- Check in and share updates often to keep your friends engaged and your fundraising going.
- Track and share progress to your goals. Consider creating milestones within your overarching fundraising goal – for example, when you get halfway, maybe you 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. Do 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, send a text message. You can even follow up later with a status update and friendly reminder.