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 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](http://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.
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 Upper Hudson Planned Parenthood. 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.”

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